

# LIFE

**TOMORROW'S LIFE TODAY**  
**MAN'S NEW WORLD: PART II**  
**WITH TROOPS ON TURKISH BORDER**  
**THE FOOTBALL HERO ISN'T A HERO**



**AIR-SUPPORTED DOME  
FOR ALL-YEAR SWIMMING**

NOVEMBER 11, 1957

**25** CENTS



*Quality at your feet...*



Shoes illustrated: MECCA, left; LINDY, right.

*Again this Thanksgiving...*

## More kids will go to grandma's in Buster Brown Shoes than any other brand

*The kids will be proud of the way they look, of course. But the important thing is the way they fit. Buster Browns are made over live-foot lasts and fitted only by authorized retailers, using the*

*exclusive 6-Point Fitting Plan that protects young feet. They're a smart buy, too—because the quality materials and workmanship in Buster Browns make them wear better!*



Buster Brown Division, Brown Shoe Company, St. Louis

# BUSTER BROWN®

*The shoes for the child shape the feet for a lifetime*

**5<sup>95</sup> to 7<sup>95</sup>**  
Priced according to size  
Higher Denver West



AMERICA'S MOST BEAUTIFUL TELEVISION SET IS NAMED IN HONOR OF AMERICA'S MOST BEAUTIFUL GIRL...

Presenting the new 1958

PHILCO

*Miss America*

Hyper-power Television

Marilyn Van Derbur  
Miss America 1958



MODEL 6624-T

**HTV**

with exciting new  
three-speaker

WRAP-AROUND SOUND!

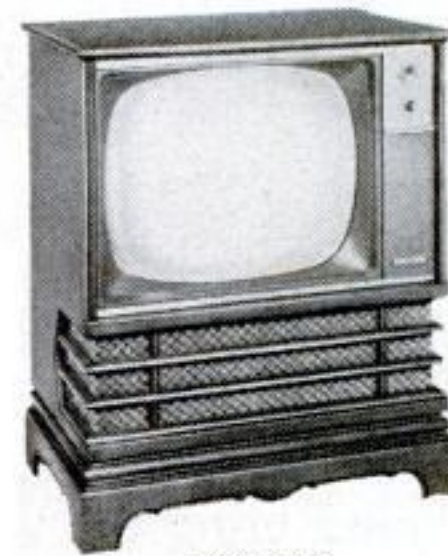
Meet Philco's winning combination of beauty and performance! It's Hyper-power Television—HTV. A brilliant new picture and the most widely acclaimed new feature in all TV—Wrap-Around Sound! Three harmonically balanced speakers, one in front and one on each side, add a thrilling new dimension to TV enjoyment. No matter where you sit, you're surrounded by rich, full sound. *Never before have TV programs looked so real, sounded so*



*lifelike! See and hear new Philco HTV with exclusive Wrap-Around Sound. Now at leading stores everywhere. And, best of all, Philco Wrap-Around Sound models are priced from only \$279<sup>95</sup>.*



MODEL 4622



MODEL 4632



MODEL 4624

LOOK AHEAD... and you'll choose **PHILCO®**

**PHILCO WRAP-AROUND SOUND** is available in mahogany, blond, honey-maple and walnut-finish wood consoles. Other Philco models priced as low as **\$159.95**.  
PRICES SLIGHTLY HIGHER SOUTH AND WEST. UHF SLIGHTLY HIGHER.

This One



ZWBY-NB7-KQG2

Copyrighted material



## Man's everyday world

Part II of "Man's New World" shows the jet-engine cars, airhouses, kitchen automatons that are about to become part of our everyday life.

132



PLASTIC-COVERED POOL

## Firm positions in crisis

As the Russians, who created the Middle East war scare, suddenly act amiably—for mysterious reasons—Turkey and the U.S. keep their guard up.

35



TURKISH SOLDIER

## A hilarious elephant hunt

The most unlikely, hilarious animal hunt in U.S. history takes place in the Catskill Mountains when a two-ton elephant runs away from home.

51



SIAM AND TRAINER

## Campus mighty are fallen

Gone from his high place is the campus idol of yesteryear—the football star—no longer cheered and cherished, but scorned and segregated.

149



NEANDERTHAL PLAYER

## What Colonel Abel is like

122

The master spy's mask is pulled from convicted Rudolf Abel to reveal a remarkable, many-talented man. LIFE prints Abel's own drawings of his trial.



RUDOLF ABEL

## Rx: mother love

85

A grandmother drawn from a hospital's "Mother Bank" helps bring a 2-year-old patient to health by providing love and tender care.



"MOTHER" AND CHILD

### COVER

In Buffalo, N.Y. autumn leaves outside contrast with the summer scene inside air-supported plastic swimming pool cover. At far end sit the dome's inventor, Walter Bird, and his wife, Helen. On diving board is their daughter, Bonnie (see pp. 132-147)

### THE WEEK'S EVENTS

- A crisis is cooled off—for now: as Turks stand border guard, Russians turn to sweet talk 35
- A Look at the World's Week 42
- The troublemakers and the peacemakers: as some Georgians plan to embarrass North's integrationists, others call for Christian fellowship 44
- A safari in the Catskills: a great 12-day hunt in bush ends with an elephant in hand. By Loudon S. Wainwright 51
- Zhukov's affectionate treatment in Albania was build-up for a violent letdown in the U.S.S.R. 59
- Russian diplomats see, learn on an amiable U.S. tour 60
- Chemical foam helps airliner land safely 62
- Splendid send-off to lifetime job: 20-year-old Aga Khan is installed by Moslem followers in East Africa 67

### EDITORIALS

- Gomulka is not Tito 46
- Farewell to the battleship

### PHOTOGRAPHIC ESSAY

- Tomorrow's life today: the new technology already has samples of changes it makes in everyday world. Part II of LIFE's series, "Man's New World" 132

### ARTICLES

- Intimate portrait of a Russian master spy: in an exclusive report Rudolf Abel, most formidable agent U.S. ever caught, emerges as brilliant, gifted and humorous—but lonely and still enigmatic. By Frank Gibney 122
- Sad news from the campus: nobody loves the football hero now. He has become a faceless employe, unknown, unwanted and unsung. By Marshall Smith 149

### ART

- Three Hundred Years of American Painting, by the editors of TIME 72

### CLOSE-UP

- Evil roles give Opera Singer George London his big success 77

### MEDICINE

- A "Mother Bank" for sick infants 85

### FASHION

- Dressing up dresses with fur: a leopard-topped evening gown sets the pace for season's new style 93
- Models, competitors and customers mourn Dior 111

### BUSINESS

- A bounty from ancient bats: miners find \$15 million in fertilizer in Grand Canyon cave 103

### DANCE

- A lovely Indian performs temple rites in U.S. 119

### PARTY

- Country club Indian splash: Montgomery, Ala. harvest ball 163

### OTHER DEPARTMENTS

- Speaking of Pictures: ghastly look of a film fad 16
- Letters to the Editors 18
- Sequel: unstopped turnpike 98
- Miscellany: a mixed gait 166

© 1957 TIME INC. ALL RIGHTS RESERVED UNDER INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

#### COVER—BRADLEY SMITH

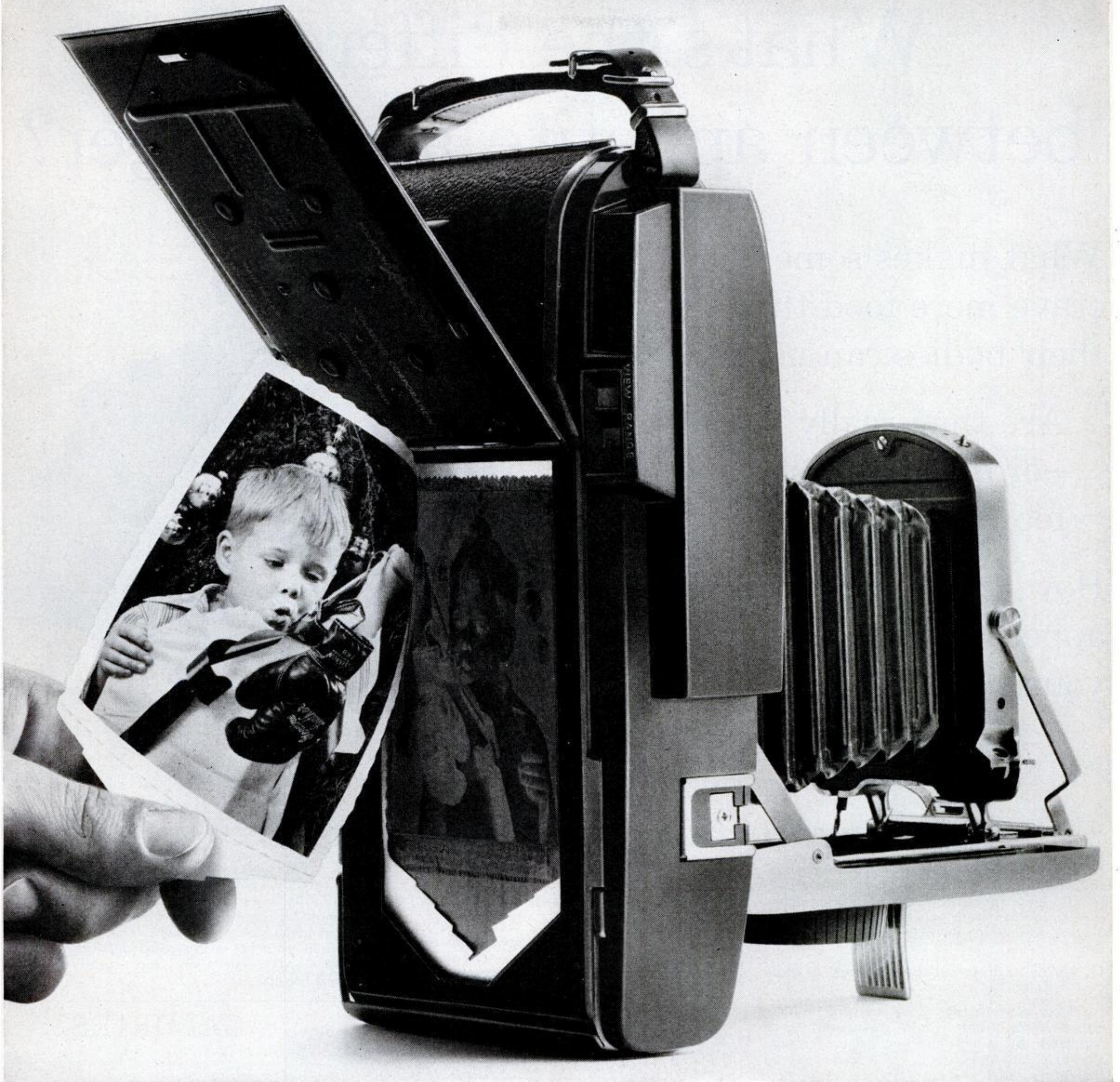
- 2—BRADLEY SMITH—NO CREDIT—DORIS P. NIEH—NO CREDIT—ILLUSTRATION BY WILLIAM SHARP—ARTHUR SIEGEL
- 16, 17—LT. UNITED ARTISTS: RT. CEN. ALLIED ARTISTS—AMERICAN INTERNATIONAL PICTURES (3)
- 20—CALL-CHRONICLE NEWSPAPERS, ALLENTOWN, PA.
- 35—BOT. A.P.
- 36, 37—MAP BY TONY SODARO
- 38, 39—JOHN SADOV
- 40—LT. BRUCE L. DAVIDSON: RT. JAMES WHITMORE
- 41—JAMES WHITMORE
- 42, 43—EASTFOTO, DAVID RUBINGER—ALBERT FENN, A.P., DRENNAN PHOTO SERVICE
- 44—LT. STAN WAYMAN FROM R.G.; RT. HANK WALKER
- 45—STAN WAYMAN FROM R.G.—SHEL HERSHORN
- 51—BROWN'S STUDIO—TED RUSSELL—JOE HIGGINS
- 52, 53—TED RUSSELL, VIRGIL PHINNEY, TED RUSSELL—DORIS P. NIEH (2)
- 54—DORIS P. NIEH—JOE HIGGINS
- 55—U.P. EXC. BOT. RT.
- 60, 61—HANK WALKER
- 62—SKYLOR HIXSON FOR LOS ANGELES TIMES—ART ROGERS FOR LOS ANGELES TIMES—SKYLOR HIXSON FOR LOS ANGELES TIMES, JACK CARRICK FOR LOS ANGELES TIMES
- 67—JAMES WHITMORE
- 68—JAMES WHITMORE—GILLOON AGENCY
- 71—JAMES WHITMORE
- 72, 73—ROBERT S. CRANDALL COURTESY MUSEUM OF FINE ARTS, BOSTON; HENRY BEVILLE COURTESY ALBRIGHT ART GALLERY, BUFFALO; ROBERT S. CRANDALL COURTESY COLLECTION OF THE WHITNEY MUSEUM OF AMERICAN ART—ROBERT S. CRANDALL COURTESY COLLECTION OF THE WHITNEY MUSEUM OF AMERICAN ART, LARRY BUR-

#### ROWS COURTESY THE TRUSTEES OF THE TATE GALLERY, LONDON

- 77 THROUGH 82—GORDON PARKS
- 85 THROUGH 88—ARTHUR SIEGEL
- 93, 95—NINA LEEN
- 96—NINA LEEN—PIERRE BOULAT
- 98—U.P.—A. Y. OWEN
- 103, 104, 106—A. Y. OWEN
- 111—PIERRE BOULAT—LOOMIS DEAN
- 112—PIERRE BOULAT—LOOMIS DEAN
- 114—PIERRE BOULAT—REPORTERS ASSOCIATES—LOOMIS DEAN
- 119—ESTHER BUBLEY
- 122—ILLUSTRATION BY WILLIAM SHARP
- 123—SKETCH BY RUDOLF ABEL
- 124, 125—ILLUSTRATION BY WILLIAM SHARP
- 128, 129, 130—SKETCHES BY RUDOLF ABEL
- 132, 133—LT. BRADLEY SMITH; RT. DMITRI KESSEL
- 134—ANDREAS FEININGER
- 135—RALPH CRANE—WALTER SANDERS
- 136, 137—DMITRI KESSEL—ANDREAS FEININGER
- 138, 139—BRADLEY SMITH—DMITRI KESSEL, ANDREAS FEININGER
- 140—RALPH CRANE
- 141—ANDREAS FEININGER
- 142, 143—LT. BRADLEY SMITH; RT. ANDREAS FEININGER—ANDREAS FEININGER, HOWELL CONANT FROM TOPIX
- 144—ANDREAS FEININGER EXC. T. LT. DMITRI KESSEL
- 145—N. R. FARBMAN
- 147—BROWN BROTHERS
- 150—JAMES LAUGHEAD
- 152—REPRODUCED BY PERMISSION LEO FEIST, INC.
- 155—CARL IWASAKI
- 160—HANK WALKER
- 163, 164, 165—DON CRAVENS FROM B.S.
- 166—JULIE FINETTE DAVIS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENT.; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; R.G., RAPHO-GUILLEMETTE; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO REPLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.





## Can you do this with your camera?

**Y**OU CAN IF your camera is a Polaroid Land Camera.

For here is the only camera in the world that develops and prints its own pictures in sixty seconds.

And with the remarkable new panchromatic Polaroid Land film, the quality of these pictures is just magnificent. People who see today's Polaroid Land pictures for the first time are

absolutely wide-eyed at the sharpness, the sparkle they have.

The Polaroid Land Camera above is one of three new models. It has a coupled rangefinder for automatic focusing, and a self correcting viewfinder that adjusts for near and far pictures.

Polaroid Land Cameras are priced from \$72.75. If you prefer, pay only \$1.50 a week. Plan on getting one for Christmas.



# What's the difference between appetite and hunger?

What makes some people crave more food than their bodies can use up?

Are they really hungry—or do their appetites fool them?

How can you train your appetite to suit your body needs?



## *New facts about dieting—and how sugar helps control your weight*

**Q. Is it possible to eat only as much as you should, and still be satisfied?**

A. Yes, it is. Sometimes people confuse appetite with hunger. Hunger has been defined as a *need* for food, appetite as a *desire*. The big difference is you can train your appetite, and re-educate it to match your real needs.

**Q. Can you do it without starvation diets or drugs?**

A. Doctors warn that drugs and drastic diets are advisable only in certain cases, and can be dangerous without proper medical supervision. Training your appetite is the *natural* way to control weight.

**Q. What is the best way to start?**

A. The leading nutritionists suggest this: Eat the same foods you are accustomed to, in good variety. Simply go *light* on portions. This plan includes sugar for several reasons. Most people like sugar, it supplies energy, and it helps in cutting down.

**Q. How can sugar help you eat less?**

A. You may remember, when you were small, your mother wouldn't let you have a cookie or a piece of candy before a meal because you wouldn't eat all your dinner. Mother may not have known the scientific reason, but it is a fact that *no other food stems the appetite faster than sugar*. If you are trying to cut down on

portions, a nibble of something sweet shortly before a meal may keep you from eating, at mealtime, far more calories than you need.

**Q. What happens if you cut down too far?**

A. You must remember that carbohydrate foods, such as sugar, are used primarily for energy—the kind of energy your body needs for every action, every heartbeat, every breath. When these foods are trimmed too drastically, nature sends out warning signals to slow down. You have a feeling of tiredness, of brain fatigue, even irritability.

**Q. How can you help prevent this letdown?**

A. Nutritionists have found that an Energy Break helps in mid-morning or afternoon—perhaps a piece of candy, cookie or a beverage with sugar in it. This is what is meant by “The Scientific Nibble.” Sugar is the quickest source of energy there is. *Ounce for ounce, no other food supplies energy as fast, with so few calories.*

**Q. Would an artificial sweetener have the same effect?**

A. No. Artificial sweeteners have no energy value whatsoever. What's more, they have little or no effect in weight reduction. In a 3-year study of overweight people at one of the nation's leading universities, it was found that *people who gave up sugar and used artificial sweeteners lost no more weight than those who used sugar.*

**Q. How can I keep my weight down after I reduce?**

A. Simply eat foods you like, in enough variety to provide a balanced diet. If you start to gain, eat a little less. Again, nutritionists say, *don't cut out any one food*. Enjoy sugar and the foods that make meals a pleasure. This way, you can live all your life with smaller portions, learn to feel satisfied with them, and actually improve your health!

### 18 CALORIES!

Surprise you that there are only 18 calories in a level teaspoonful of sugar! (Some people have guessed as high as 600.)



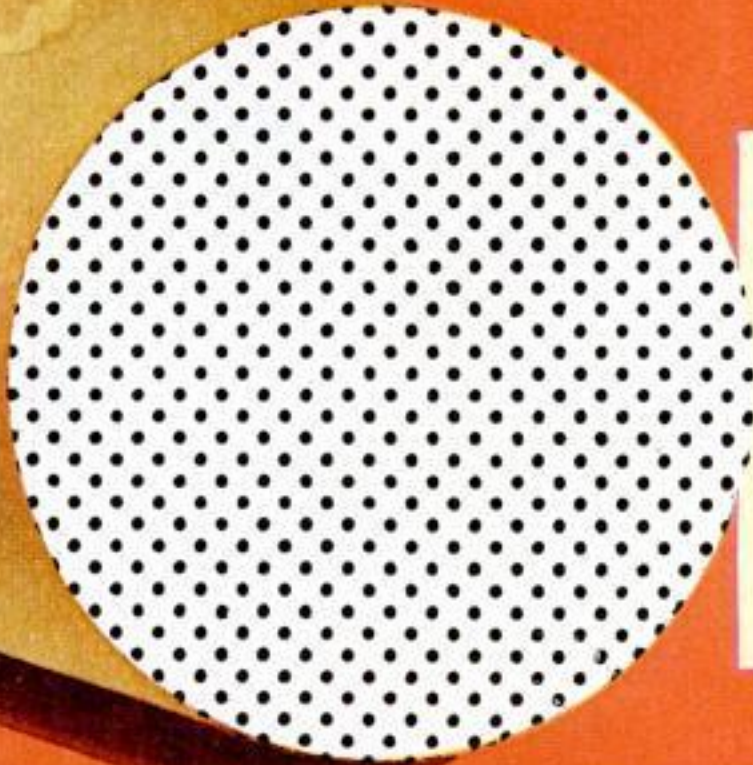
*No other food curbs your appetite so fast with so few calories*

SUGAR INFORMATION, INC.  
New York 5, New York

All statements in this message apply to both cane and beet sugar.





# Only Viceroy gives you 20,000 FILTER TRAPS FOR THAT SMOOTHER TASTE



**AN ORDINARY FILTER**

Only *half as many* filter traps in the other two largest-selling filter brands! These simplified drawings dramatize the difference between Viceroy and ordinary tips: Only Viceroy gives you 20,000 filter traps, for that smoother taste!





*Actual photomicrograph of ordinary filter section.*



**THE VICEROY FILTER**

You can *see* the difference in the Viceroy tip! It gives you *twice as many* filter traps as the other two largest-selling filter brands! Yes, there are 20,000 filter traps in every Viceroy tip—20,000 filter traps, for that smoother taste!

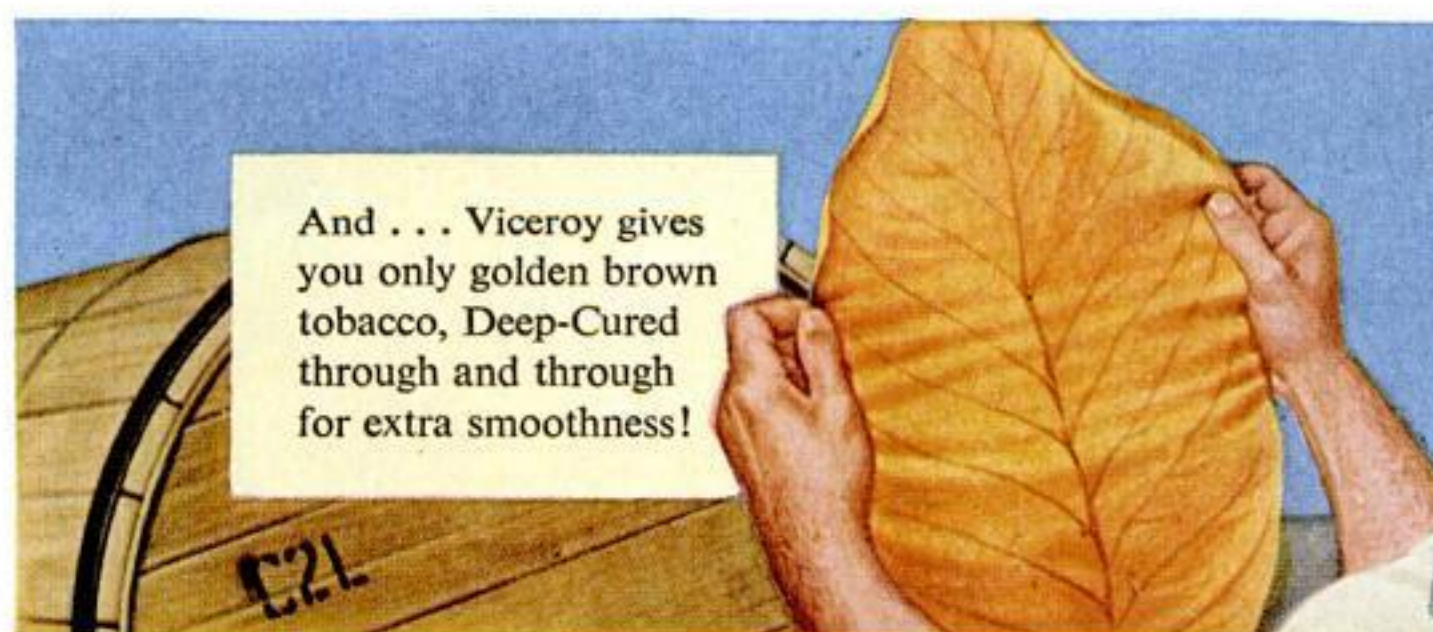
*Actual photomicrograph of Viceroy filter section.*

Twice as many filter traps as the other two largest-selling filter brands!

Compare! Only Viceroy gives you 20,000 filter traps—*twice as many* as the other two largest-selling filter brands—for that smoother taste!

*Plus*—finest-quality leaf tobacco, Deep-Cured for extra smoothness!

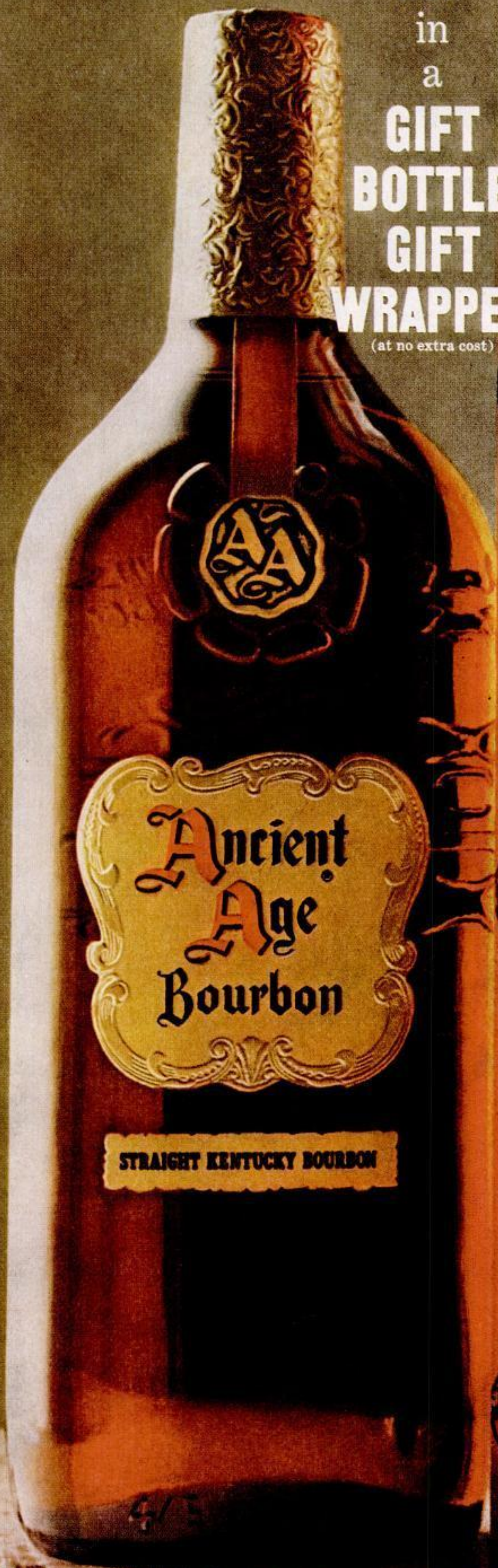
Get Viceroy! 20,000 filter traps, for the smoothest taste of all!



© 1957, Brown & Williamson Tobacco Corp.



Kentucky's  
great  
bourbon  
now  
in  
a  
**GIFT  
BOTTLE  
GIFT  
WRAPPED**  
(at no extra cost)



**IF YOU CAN GIVE A BETTER BOURBON...GIVE IT!**

KENTUCKY STRAIGHT BOURBON WHISKEY • 6 YEARS OLD • 86 PROOF • © ANCIENT AGE DIST. CO., FRANKFORT, KY.

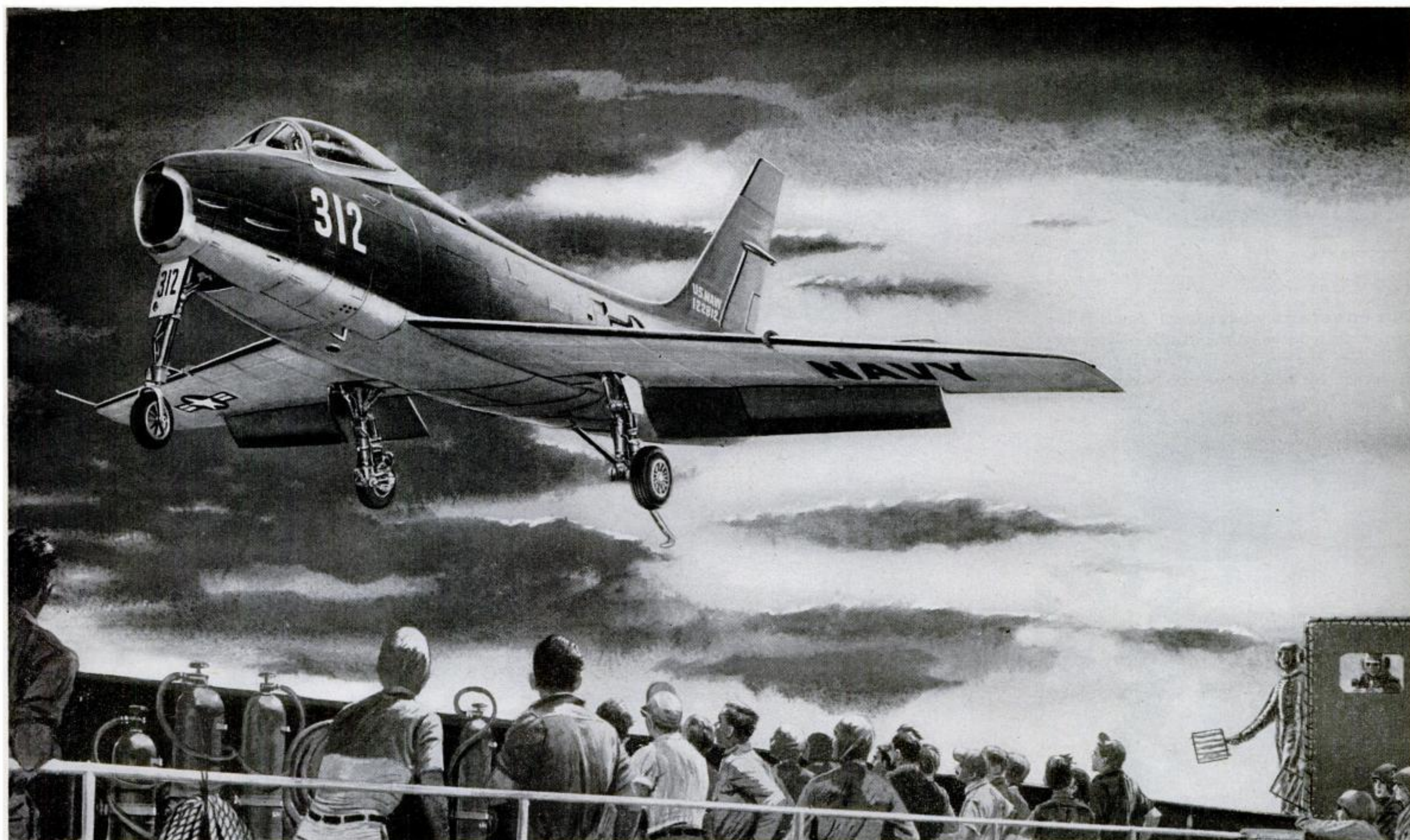
ALSO AVAILABLE IN HANDSOME REGULAR BOTTLE



Copyrighted material



# POINT OF RETURN



NAVY—NORTH AMERICAN FJ-4

## How U. S. Rubber engineers have developed new strength and safety— at the vital point of contact

The point of return is made of rubber and nylon. The tires of a modern jet plane are asked to bear an immense responsibility for the safety of plane and crew... a responsibility that is ever increasing in terms of heat, speed, load and impact.

To make sure these tires meet this tremendous responsibility, U. S. Rubber engineers work closely with the Armed Forces, using U. S. Rubber's unmatched research facilities, manpower, machines and experience, all of which have grown with the demands of U. S. Military Aviation.

The lessons these engineers have learned in building stronger, safer aircraft tires are being applied every day in making U. S. Royal Tires for you. For instance, the advanced construction that cushions the shock of tons of jet plane hitting the runway is now available for your car in the new U. S. Royal Master Tire... proof that, from the vital "point of return," comes greater tire safety for you and your family!

## U. S. Royal Tires



### United States Rubber

Rockefeller Center, New York 20, N. Y.

See Things You Never Saw Before. Visit U. S. Rubber's New Exhibit Hall, Rockefeller Center, N. Y.

In Canada: Dominion Rubber Company, Ltd.





**No constant watching!** You dial the temperature listed on the handle—the saucepan does the rest. Makes cooking almost foolproof. No boiling over, no burning.



**Perfect results every time.** New, more accurate Silicone control lets you cook each food at its right temperature.



**You'll use it for everything . . .** stews, fried foods, pot roasts, fresh and frozen vegetables, main dishes like spaghetti and rice—even casseroles. And

you can even use it for foods that normally require a double boiler. The General Electric Automatic Saucepan makes puddings and sauces like a dream.

## New General Electric Automatic Saucepan makes a delicious difference in all foods...\$19.95\*

(with cover and removable thermostat)



**Keeps food hot** between servings. Perfect for buffets, too. Makes a handsome addition to the table—comes in polished aluminum with dark brown trim.

Meats, vegetables, desserts—all foods turn out better-tasting thanks to special Silicone heat thermostat. Saucepan makes meal preparation faster . . . cooler, too!

**YOU'LL** be amazed. This new saucepan cooks your food better than a stove. No stove-burner guesswork . . . you dial the exact heat best for each food.

And that's very important. You know what a difference the right temperature makes when you're baking a cake in the oven . . . well, selecting the right temperature makes a beautiful difference in "top of the stove" cooking, too! See it at your dealer's now. 2-quart size with cover and removable thermostat—\$19.95;\* 4-quart with cover, removable thermostat and fry basket—\$24.95.\*

General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.  
\*Manufacturer's recommended retail or Fair Trade price.

*Progress Is Our Most Important Product*

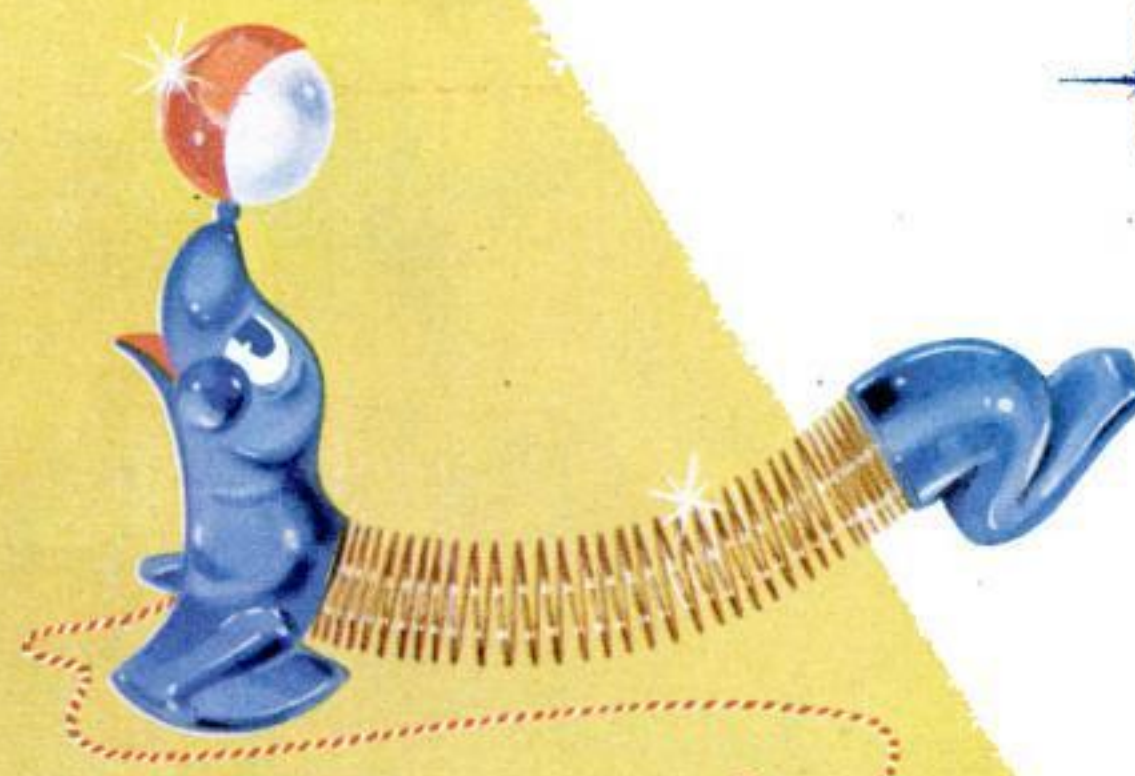
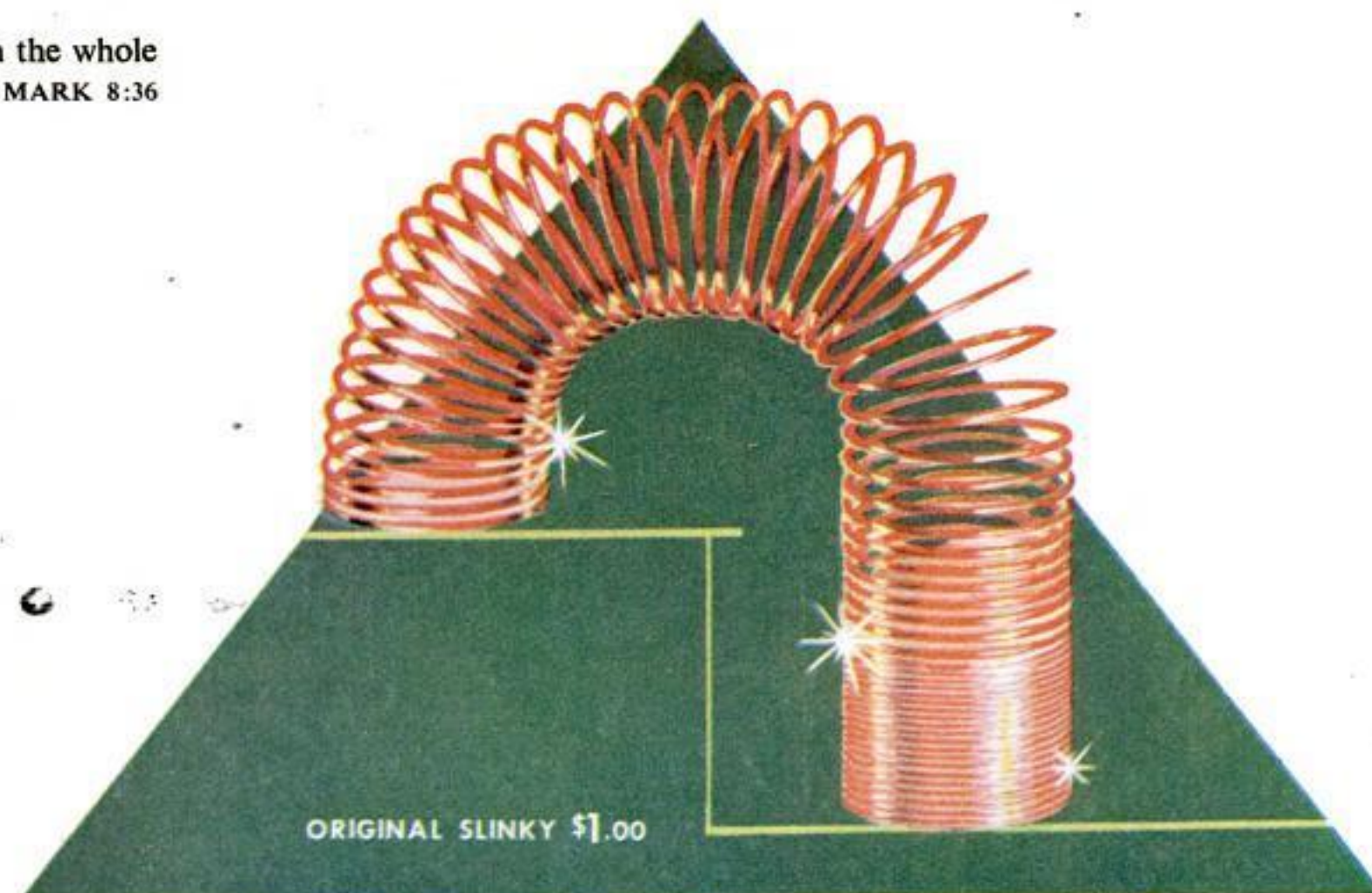
**GENERAL  ELECTRIC**



**Completely immersible!** Special removable thermostat pulls right out like a plug—so you can wash the automatic saucepan like an ordinary pan.



"For what shall it profit a man, if he gain the whole world, and suffer the loss of his soul." MARK 8:36  
(Search the Scriptures)



Insist on

**Slinky**® Toys

AT YOUR NEAREST TOY COUNTER

JAMES INDUSTRIES, PAOLI, PA.

SLINKY WORM •

SLINKY TRAIN •

SLINKY JUNIOR •

SLINKY EYES •

SLINKY BUCKO







# Ten best-loved Holiday recipes

Walnuts have played an important part in bringing festive appearance and flavor to holiday foods the world over. Here, collected especially for this season by the Diamond Walnut Growers, are ten of the best-loved holiday recipes that have become "American traditions."

We think you'll enjoy making one or more of them part of *your* holiday celebration.

## PLUM PUDDING

- |  |  |
|--|--|
| 1 cup chopped <b>Diamond Walnuts</b>                         | 1/3 cup brandy or cider                      |
| 1 1/2 cups light raisins                                     | 1 cup sifted all-purpose flour               |
| 1 1/2 cups dark seedless raisins                             | 1 1/4 cups fine, dry bread crumbs            |
| 1 1/2 cups currants  | 1 cup brown sugar, firmly packed             |
| 1/3 cup each (2 oz.) glaze orange and lemon peel, finely cut | 1 teaspoon salt                              |
| 1/3 cup (2 oz.) finely cut citron                            | 1 teaspoon nutmeg                            |
| 1 lemon, grated rind and juice                               | 2 cups suet (8 oz.) ground or finely chopped |
|  | 4 eggs, very well beaten                     |
|  | 1/2 cup milk                                 |

Mix first 6 ingredients. Stir in lemon and brandy. In separate bowl mix next 6 ingredients. Add to fruits, mixing well. Combine milk with beaten eggs, stir into fruit-flour mixture, blending thoroughly. Pack lightly into greased 2 qt. mold, leaving 1 inch space for pudding to raise. Cover top with foil. Steam 5-6 hours. Serve with flaming brandy and hard sauce.

## FRUIT CAKE

- |   |                                   |
|---|-----------------------------------|
| 2 cups coarsely broken <b>Diamond Walnuts</b> | 1 cup granulated sugar            |
| 1 cup dark seedless raisins                   | 1 1/2 teaspoons baking powder     |
| 2 cups light raisins                          | 1 teaspoon salt                   |
| 1/2 cup candied cherries cut in half          | 1/2 cup honey                     |
| 1 pound mixed glaze fruit                     | 1 cup shortening                  |
| 2 1/2 cups sifted all-purpose flour           | 1/3 cup pineapple or orange juice |
|   | 1 tablespoon lemon juice          |
|   | 5 eggs                            |

Grease two 8 1/2 x 4 1/2 x 2 3/4 inch loaf pans. Line with greased wrapping paper then with greased wax paper.

Mix first 5 ingredients together with 1 cup flour till coated. To remaining flour add next 7 ingredients. Beat two minutes at medium speed of mixer (300 strokes by hand). Blend in eggs, one at a time. Then beat 1 min. more at medium speed. Pour over floured fruits, mixing well. Turn into prepared pans.

Place in slow oven 250 deg. with pan of water on shelf below. Bake about 3 hours—or till touch on top leaves no dent. Cool in pans on rack. To store, wrap in cloth dampened with cider or brandy. Keep in covered container in cool place. This cake cuts better after aging several days.

## WALNUT STUFFING

- |   |  |
|---|--|
| 3/4 cup finely chopped <b>Diamond Walnuts</b> , toasted | 1/4 teaspoon thyme   |
| 4 cups stale bread, cubed                               | 1/4 cup finely chopped onion                                     |
| 1 cup finely diced, tart apple                          | 1/2 cup thinly sliced celery                                     |
| 1/2 teaspoon salt                                       | 1/3 cup melted butter (part margarine or chicken fat if desired) |
| 1/4 teaspoon pepper                                     | 1/4 to 1/2 cup hot broth   |
| 1/2 teaspoon poultry seasoning (or more)                |  |

Spread walnuts in shallow pan and toast in 325 deg. oven about 15 min. till golden brown. Mix all ingredients together till well blended adding just enough stock to moisten. Stuff bird lightly or, for a special crunchy taste-treat, form stuffing into serving sized balls and bake along with chicken till crisp and brown (about 30 min.)

This recipe is sufficient for a 4 to 5 pound chicken or capon. For a 12 lb. turkey, multiply by 3. Allow 1 to 1 1/2 cups stuffing per pound of bird.

## DIAMOND GEMS

- |                     |  |
|---------------------|--|
| 1/2 cup butter      | 1 cup sifted all-purpose flour                   |
| 2 tablespoons sugar | 1 cup very finely chopped <b>Diamond Walnuts</b> |
| 1/8 teaspoon salt   | Powdered sugar                                   |
| 1 teaspoon vanilla  |  |

Cream butter with sugar till fluffy. Add salt and vanilla. Work in flour gradually. Stir in walnuts. Chill. Using a teaspoonful, form into shape of small walnut. Bake on ungreased cookie sheet, 350 deg. oven 15-17 minutes. Cool 3 minutes, roll in powdered sugar. Cool on rack. Dust tops of cookies again with powdered sugar. Makes 3 1/2 dozen rich cookies.

## SCOTCH TRELBIES

- |                                  |                                  |
|----------------------------------|----------------------------------|
| 1 cup butter or shortening       | 1 teaspoon soda                  |
| 1 cup brown sugar, firmly packed | 1/2 teaspoon salt                |
| 3 cups sifted all-purpose flour  | 1/2 cup buttermilk               |
|                                  | 2 cups old fashioned rolled oats |

Cream butter till soft, add sugar gradually. Sift together flour, soda, salt. Add flour mixture alternately with buttermilk, mixing well after each addition. Stir in oats. Divide dough into 4 parts, wrap in wax paper, chill overnight. While cold, roll on well floured board to 1/8 inch thickness. Cut with any shape cookie cutter and bake on ungreased cookie sheet 350 deg. oven, 10-12 min.—till light brown.

At serving time spread cookies sandwich fashion with this filling:

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| 1 1/2 cups chopped pitted dates    | 1 tablespoon lemon juice             |
| 3/4 cup brown sugar, firmly packed | 1 teaspoon lemon rind                |
| 3/4 cup water                      | 1 cup chopped <b>Diamond Walnuts</b> |

Cook first 5 ingredients together till thickened—about 5 min. Stir in walnuts. Chill till ready to use.

## PANETONE (Italian Christmas Bread)

- |                             |   |
|-----------------------------|---|
| 2 cups milk scalded         | 1/2 cup seedless raisins                                    |
| 1 cake compressed yeast     | 1 cup mixed glaze citron, orange and lemon peel, finely cut |
| 6 cups all-purpose flour    | 1/4 cup glaze cherries, cut                                 |
| 1/3 cup butter or margarine | 1 cup coarsely broken <b>Diamond Walnuts</b>                |
| 1 cup sugar                 | 1 egg mixed with 2 tablespoons water, slightly beaten       |
| 2 eggs, well beaten         |   |
| 3/4 teaspoon anise extract  |   |
| 1 1/2 teaspoons salt        |   |
| 1 teaspoon nutmeg           |   |

Cool milk to lukewarm. Add crumbled yeast, stir till dissolved. Beat in 2 cups flour. In large bowl, cream butter with sugar. Beat in eggs and anise. Add milk mixture blending till smooth. Work in remaining flour mixed with salt and nutmeg. On well floured board, knead. Place in bowl, rub top with olive oil, cover. Let rise in warm place till light, (about 2 hours). Mix fruit and walnuts. Work into dough. Knead till smooth and elastic. Grease top, cover, let rise again. Knead, shape into 4 small or two large loaves. Arrange on greased cookie sheet. Brush with egg mixture. Cover, let rise till double. Bake 350 deg. Small loaves about 30 min.; large loaves 40 min. Crust should be fairly dark. Remove to rack and cool.

## CHOCOLATE MINT FUDGE

- |   |   |
|---|---|
| 2 cups sugar                                    | 1/4 teaspoon peppermint extract                   |
| 1/3 cup white corn syrup                        | 1 teaspoon vanilla                                |
| 1/2 cup milk                                    | 1 tablespoon butter                               |
| 2 squares (2 oz.) unsweetened chocolate, shaved | 1 1/2 cups coarsely broken <b>Diamond Walnuts</b> |

Stir first 4 ingredients together in saucepan. Cook over moderate heat, stirring till chocolate is melted. Cook till candy forms soft ball (236 deg.) when tested in cold water. Add flavorings and butter. While hot, beat till very thick and creamy. Stir in walnuts. Pour into buttered pan. When cool cut in squares.

## CHESS PIE

- |   |   |
|---|---|
| 1 unbaked pie shell with high fluted edge | 1 teaspoon vanilla                        |
| 1/2 cup butter or margarine               | 1 teaspoon lemon juice                    |
| 1 cup sugar                               | 1 teaspoon lemon rind                     |
| 3 whole eggs                              | 1 cup chopped <b>Diamond Walnuts</b>      |
| 1 egg yolk                                | 1 cup seedless raisins, rinsed with water |
| 1/4 cup rich cream                        | 1 egg white, stiffly beaten               |

Cream butter with sugar. Add, one at a time, 3 whole eggs and one yolk, beating well after each addition. Stir in cream, vanilla, lemon juice and rind (mixture will look like cottage cheese). Mix in raisins and walnuts. Fold in egg white. Pour into unbaked crust, bake 350 deg. oven 40-45 min.—till golden brown. Filling should be firm around outer edge but "jiggle" in center.

## TINY TIM APPLES

- |                            |                                |
|----------------------------|--------------------------------|
| 1 cup (8-oz.) seeded dates | 1 cup <b>Diamond Walnuts</b>   |
| 1 cup seedless raisins     | 1 teaspoon orange rind, grated |
| 8-oz. dried figs           | 1 tablespoon orange juice      |

Chop fruit and nuts, using coarse blade of food chopper. Knead ingredients with rind and juice till well blended. Form into 1" "apples". Roll in powdered sugar, colored sugar crystals or finely chopped **Diamond Walnuts**. Add whole clove for stem and citron leaves, if desired.

## CRANBERRY WALNUT RELISH

- |  |                            |
|--|----------------------------|
| 1 lb. (quart) raw cranberries                          | 1 cup orange marmalade     |
| 2 1/2 cups sugar                                       | Juice of one lime or lemon |
| 1 cup coarsely broken <b>Diamond Walnuts</b> , toasted |                            |

In shallow pan stir cranberries with sugar. Cover tightly (foil does nicely). Bake in 350 deg. oven 1 hour. Spread walnuts in shallow pan, toast along with cranberries till light golden brown, about 12 min. Stir together baked cranberries, walnuts, marmalade and lime juice, till well mixed. Chill.

## QUICK AND EASY WALNUT TRICKS

For a quick treat, stuff dates with plump **Diamond Walnut** pieces and roll in granulated or powdered sugar.

Little boxes of toasted **Diamond Walnuts** make wonderful hostess gifts. Fix them this way: Blanch 2 cups of **Diamond Walnut** halves and pieces in boiling water 3 minutes. Drain. Spread in shallow pan and sprinkle with salt. Dot with butter. Bake in 350 deg. oven, stirring several times, till golden—20 to 25 minutes.

Roast **Diamond Walnuts** right in the shell in a 350 deg. oven for about 30 minutes. The toasted kernels are great for snacks—or add to recipes.

When cracking **Diamond Walnuts**—store perfect halves for ready quick garnishes for salads and desserts.

Marinate **Diamond Walnut** kernels in French dressing. Use for nibbling, or add to your tossed green salads.

Keep plenty of **Diamond Walnuts** on hand to add to your holiday foods. For these are the very finest walnuts—with every crisp kernel fresh and full of flavor. And they're economical! **Diamond Walnuts** in-the-shell come in cellophane bags. Thin-shelled, fun to crack—two full cups of golden kernels from every 1-lb. bag. Fresh-shelled halves and pieces available in handy cup-size vacuum cans.



# NO MORE MORNING BACKACHE



Take it from us... Sealy Posturepedic<sup>®</sup> is a must

We haven't felt so wonderful since we were kids! No trick! Our secret's the wonderful rest and sleep we get on our Sealy Posturepedic. Take it from us! If you want to wake up feeling like a millionaire—just sleep like one—on a Sealy Posturepedic!

Mattress and matching foundation, still only **\$79<sup>50</sup>** each

**Sealy** **POSTUREPEDIC**<sup>®</sup>  
for relief from morning backache  
due to sleeping on a too-soft mattress

©Sealy, Inc. 1957



## LAST WEEK to take advantage of *Sealy's* 40 nights' FREE TRIAL OFFER!

Sleep-test the Sealy Posturepedic in your own home for a full 40 nights! Let your body judge how tired, aching muscles and tense nerves respond to the Posturepedic's scientifically firm support. Then, if you are not fully satisfied, return the mattress and get your money back! This amazing offer expires November 16, 1957.

USE-TESTED  
by McCall's

DESIGNED BY DOCTORS  
USED BY DOCTORS  
RECOMMENDED BY DOCTORS

Advertised in the Journal of the American Medical Association



**GRUNDIG**  *Majestic*

ULTRA-HIGH FIDELITY MUSIC INSTRUMENTS

***a startling difference  
your ear can hear!***



"Debutante" 7015, AM-FM-SHORT WAVE with Automatic Phonograph . . . \$299.95\* Other Consoles . . . from \$269.95

**Magnificent "Portraits in Sound"  
Imported From West Germany**

Now . . . with your Continental GRUNDIG MAJESTIC, the world of music bursts into magical new life—all the wondrous complexity of colorful sounds that whirled through the composer's mind are yours to command instantly, at the mere press of a button on this magnificent instrument. Here too is cabinetry that refuses comparison; superb Walnut, Mahogany or Ash, hand rubbed and buffed by Black Forest craftsmen to a glowing, breathtaking finish. Yes, you'll recognize the startling difference in a GRUNDIG MAJESTIC the moment you see and hear it. Do it—today!

Write Chicago Office for: **FREE FULL-COLOR BROCHURE**  
Illustrating over 35 models, and name of nearest dealer

***Majestic* INTERNATIONAL SALES**  
division of WILCOX-GAY CORPORATION

743-A N. LaSalle Street, Chicago 10, Ill.

79 Washington Street, Brooklyn 1, N. Y.

25 W. 57th Street, New York 19, N.Y.

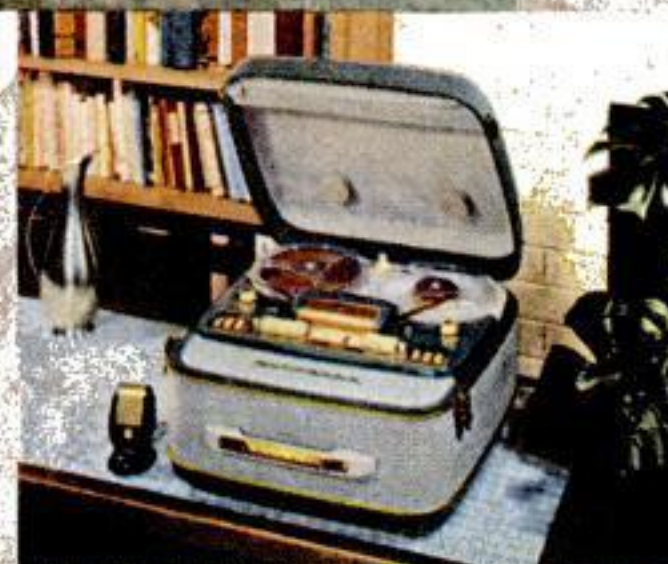
\*prices slightly higher West and Southwest

Table Models with  
AM-FM-SHORT WAVE  
. . . from \$109.95



Consoles with TV,  
Tape Record,  
AM-FM-SHORT  
WAVE and Automatic  
Phono . . . from \$899.95

Tape Recorders,  
2 speed  
Multi-Speaker  
. . . from \$219.95



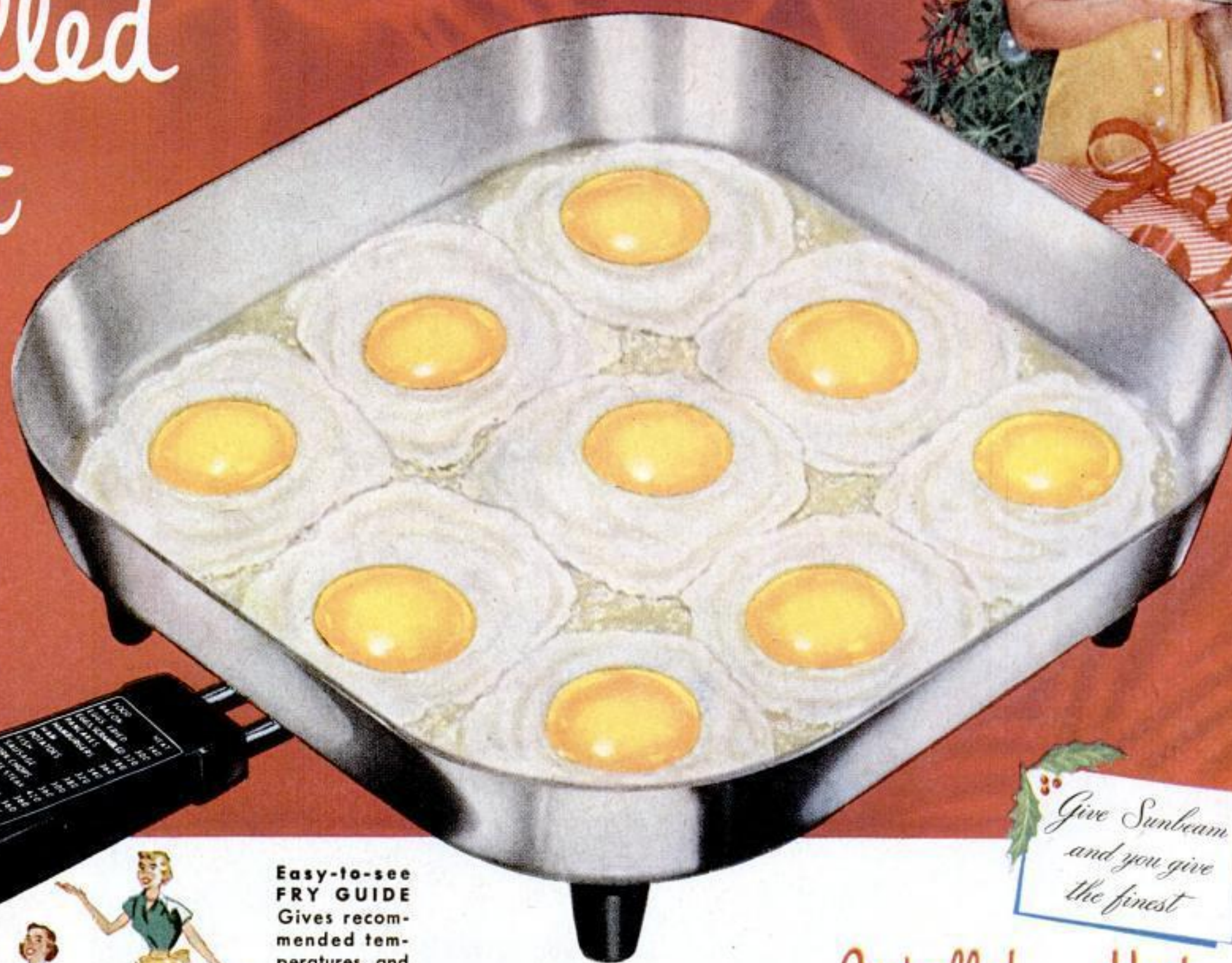


Give her easier meal making with

# Sunbeam **FRYPAN**

with  
Controlled  
even  
Heat

**SUNBEAM**—original and genuine Controlled Even Heat Automatic Frypan—has taken both the "guess" and the "work" out of preparing meals. You get perfect eggs like these every time when you set the **SUNBEAM** at 300°. Bacon cooks flat—never curls or shrivels. Pancakes always come out a golden, tasty brown. Hamburgers cook through evenly—just the way you like them. **Everything** you prepare in the **SUNBEAM** Frypan comes out to perfection because of **SUNBEAM'S** CONTROLLED EVEN HEAT!



**Easy-to-set DIAL** for selecting correct temperatures. Signal light indicates when proper temperature is reached.



**Easy-to-see FRY GUIDE** Gives recommended temperatures and eliminates guesswork and failures.

*Give Sunbeam  
and you give  
the finest*

Be among the happy homemakers enjoying savory foods perfectly prepared in the original and genuine Sunbeam Automatic Frypan with Controlled Even Heat. The Frypan's cooking heat is so evenly distributed and so perfectly controlled that you can Fry, Braise, Bake, Stew, or Pan-Broil with never a cooking failure. Makes delicious eggs, omelets, pancakes, french toast, chicken—even heats "frozen dinners" all with delicious perfect results. Only Sunbeam gives you perfect Controlled Even Heat. In sizes to meet the needs of every family, Standard, Medium, Large and Super. Medium size available in choice of colors. From \$16.95\*

To provide you with convenient service during the long life of your **SUNBEAM** appliances, **SUNBEAM** Appliance Service Company has established service stations throughout the U.S.A.



PINK



YELLOW



TURQUOISE

## Controlled **EVEN** Heat

Thermostat under cooking surface for better temperature control. Heat is distributed evenly over entire cooking surface to give perfectly Controlled Even Heat.



**SQUARE SHAPE COOKS 20% MORE THAN ROUND PAN**



## COOKS 20% MORE

Sunbeam's square shape gives you 20% more capacity than round pans of the same size.



STANDARD



MEDIUM



LARGE

## EASY TO CLEAN

Water-Sealed Element allows Frypan to be immersed to signal light for easy washing.

## COLORS & SIZES

Sizes to meet the needs of every family. Medium size also in choice of colors. Glass or vented high dome metal covers available.



SUPER

\*Suggested Retail or Fair Trade price.

Look for the **MARK OF QUALITY**

**Sunbeam**  
THE BEST ELECTRIC APPLIANCES MADE

Famous for **MIXMASTER**, **Percolator**, **IRONMASTER**, etc.

**SUNBEAM CORPORATION**, Dept. 53, Chicago 50, Illinois • Canada: Toronto '58



# NEW BAYER NASAL SPRAY

WITH NEO-SYNEPHRINE®



**As personal as  
your toothbrush!**

Comes in different colors—so everyone in the family can have his own! Thus, it offers you greater protection against spread of infection than any other nasal spray!

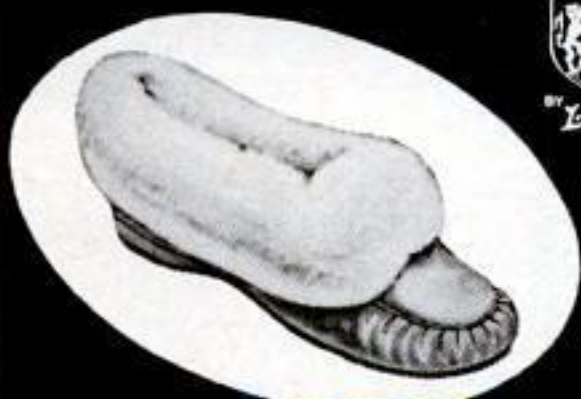
Gives almost instant relief from stopped-up nose—relief that lasts for hours! New Bayer Nasal Spray with wonder-working Neo-Synephrine® sweeps away stuffiness... dries up runny nose... relieves head cold miseries... has you breathing freely again—that fast! Try it today.

**59¢** 2 for **98¢**

**SORE LIPS** **LIP-EZE**  
ANTISEPTIC LIP SALVE  
COLD SORES • CHAPPED LIPS  
SUNBURNED LIPS

49¢ & 59¢ Regular & Extra Sizes

**Nylcrest**  
PANTIES  
exclusively at **S. S. KRESGE CO.**



**LUXURIOUS NORTHAMPTON SLIPPERS**

Made in England

Beautiful leathers and colors

\$6.95

**LASSIE SLIPPER, INC.**

155 RIVERSIDE DRIVE, NEW YORK 24, N. Y.

All leading dept. and shoe stores.

## LIFE

EDITOR-IN-CHIEF.....Henry R. Luce  
PRESIDENT.....Roy E. Larsen

MANAGING EDITOR  
Edward K. Thompson

ASSISTANT MANAGING EDITORS  
Philip H. Wootton Jr.  
George P. Hunt

John K. Jessup...CHIEF EDITORIAL WRITER  
Charles Tudor...ART DIRECTOR  
Joseph Kastner...COPY EDITOR  
Marian A. MacPhail...CHIEF OF RESEARCH  
Ray Mackland...PICTURE EDITOR

SENIOR EDITORS: Donald Birmingham,  
Gene Farmer, Jay Gold, William Gray,  
Kenneth MacLeish, Hugh Moffett, Tom  
Prideaux, Sam Welles.

STAFF WRITERS: Herbert Brean, William  
Brinkley, Roger Butterfield, Robert Cough-  
lan, John Osborne, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-  
White, Edward Clark, Ralph Crane, Loomis  
Dean, John Dominis, Alfred Eisenstaedt,  
Eliot Elisofon, J. R. Eyerman, N. R. Farb-  
man, Andreas Feininger, Albert Fenn, Fritz  
Goro, Allan Grant, Yale Joel, Mark Kauff-  
man, Robert W. Kelley, Dmitri Kessel,  
Nina Leen, Thomas McAvoy, Leonard Mc-  
Combe, Francis Miller, Ralph Morse, Carl  
Mydans, Gordon Parks, Michael Rougier,  
Walter Sanders, Frank J. Scherschel, Joe  
Scherschel, Paul Schutzer, George Silk,  
Howard Sochurek, Peter Stackpole, Grey  
Villet, Hank Walker, James Whitmore.

ASSISTANT PICTURE EDITORS: Frank Cam-  
pion, Lee Eitington.

FILM EDITORS: Margaret Sargent, Nancy  
Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, Ralph  
Graves, Mary Hamman, Enno Hobbing,  
Sally Kirkland, Marshall Smith, John  
Thorne, Keith Wheeler, A. B. C. Whipple,  
Warren Young.

ASSISTANT EDITORS: Robert Ajemian,  
David Bergamini, Earl Brown, Mathilde  
Camacho, Robert Campbell, Charles  
Champlin, Wilbur Cross, Anne Denny,  
John Dille, Robert Drew, Terry Drucker,  
Nancy Genet, W. K. Goolrick, Lee Hall,  
Muriel Hall, Monica Horne, Patricia Hunt,  
Edward Kern, Landon Knight, Jerry Korn,  
Mary Leatherbee, Jeanne LeMonnier,  
James Lipscomb, Richard Meryman, Jane  
Nelson, Jack Newcombe, Eleanor Parish,  
Joseph Roddy, Albert Rosenfeld, Irene  
Saint, David Scherman, Dorothy Seiber-  
ling, Mary Lou Skinner, John Stanton,  
Valerie Vondermuhl, Loudon Wainwright.

REPORTERS: Virginia Addison, Linda Asher,  
Elizabeth Baker, Mary Elizabeth Barber,  
Margaret Bassett, Laura Bell, Richard Bil-  
lings, Patricia Blake, Margery Byers, Jeanne  
Campbell, Vivian Campbell, Helen Carlton,  
Barbara Cumiskey, Jeanne Dempsey,  
Laura Ecker, Diana Fetter, Tom Flaherty,  
Kim Frease, Joan Gibson, Frances Glennon,  
Gerry Gruen, Kathleen Hampton, Terry  
Harnan, Judith Holden, Alison Kallman,  
Nancy King, Richard Lewis, John Mac-  
Donald, Joann McQuiston, Loretta Nelson,  
Clara Nicolai, Charles Osborne, John Os-  
mundsen, Sheila Osmondson, William Pain,  
Patsy Parkin, Patricia Phillips, Maya Pines,  
Norman Ritter, Henriette Roosenburg,  
Ellyn Schiff, Art Seidenbaum, Kathleen  
Shortall, Ruth Silva, Helga Staufenberger,  
Marion Steinmann, Jean Strong, Lucy  
Thomas, Terry Turner, Don Underwood,  
Marilyn Wellemeyer, Thomas Wheeler,  
Margaret Williams, Jane Wilson, Alix Wit-  
teborg, Sharon Workman.

COPY READERS: Helen Deuell (Chief),  
Dorothy Illson, Lu Burke, Barbara Fuller,  
Virginia Sadler, Marguerite Scheips, Su-  
zanne Seixas, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (As-  
sociate Art Directors), Margit Varga, Robert  
Young (Assistant Art Directors), William  
Gallagher, Hilde Adelsberger, Matt Greene,  
Earle Kersh, Albert Ketchum, Anthony  
Sodaro, Richard Valdatti, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief),  
Mary Carr, Betty Doyle, Margaret Gold-  
smith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J.  
Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief),  
Doris O'Neil, Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: James  
Shepley (Chief), Tom Carmichael, Helen  
Fennell, Marshall Lumsden, George McCue;  
—WASHINGTON: James L. McConaughy  
Jr., Donald Wilson, Mary Cadwalader, Will  
Lang, Don Schanche, Hugh Sidey, Henry  
Suydam; CHICAGO: T. George Harris, Roy  
Rowan, Jane Estes, Leon Jaroff, John Mc-  
Dermott, William Trombley, Paul Welch;  
LOS ANGELES: Frank McCulloch, John  
Jenkins, Shana Alexander, Peter Bunzel,  
James Goode, Davis Thomas, David Zeit-  
lin; ATLANTA: Harry Johnston, Robert  
Mason, Richard Stolley; BOSTON: William  
Johnson, Wilbur Jarvis; DALLAS: Willard  
Rappleye, Jane Scholl; DENVER: Barron  
Beshoar, Bayard Hooper; DETROIT: Nor-  
man Nicholson, Richard Anthony; SAN  
FRANCISCO: Richard Pollard, John Porter;  
SEATTLE: Robert Schulman, Russell Sack-  
ett; OTTAWA: Arthur White, Douglas How;  
MONTREAL: Byron Riggan; TORONTO: Mur-  
ray Galt; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John  
Hughes (Chief), John Boyle, George Caturani  
—LONDON: Max Ways, Norman Ross, Bea-  
trice Dobie, Ruth Lynam, Robert Morse;  
PARIS: Frank White, Milton Orshesky,  
George Abell, Anne Chamberlin, Timothy  
Foote, Gabrielle Smith, David Snell; BONN:  
Edward Hughes, John Mulliken; ROME:  
Walter Guzzardi, Dora Jane Hamblin; JO-  
HANNESBURG: Curtis Prendergast; ATHENS:  
Donald Burke; ISTANBUL: Robert Neville;  
BEIRUT: John Mecklin; NEW DELHI: James  
L. Greenfield; HONG KONG: James Bell,  
Scot Leavitt, James Burke; TOKYO: Alex-  
ander Campbell; MEXICO CITY: Richard  
Oulahan Jr.; GUATEMALA CITY: Harvey  
Rosenhouse; RIO DE JANEIRO: Piero Sapo-  
riti; BUENOS AIRES: Philip Payne.

PUBLISHER.....Andrew Heiskell  
ADVERTISING DIRECTOR...Clay Buckhout



(Based on Company File #WD 27 KAL 37000)

## I never felt so helpless in my life...

I saw the other car soon enough. Coming out of a side road to our left, up ahead. Signalling a turn in our direction.

The driver *did* turn—but so fast she had to swing too wide. Next thing I knew, her car was in our lane, headed straight for us.

In the crackup my wife wrenched her back, cut her knees. Our car was banged up, too. So badly we couldn't drive it farther.

With night coming on, it looked as if we'd be stranded—almost 200 miles from home.

But a phone call to the local Hartford Agent took care of that.

True to the Hartford promise of "Hometown Service—Any-where", he left his dinner and rushed to our aid. He called a doctor for my wife. He talked to the police, offering to arrange

bond if necessary. He helped us make out all our accident reports. He arranged for repairs to our car.

Hartford paid my wife's medi- cal bills, under the Medical Pay- ments feature of my policy. My Collision Insurance covered my car repair, except for the \$50 Deductible. The other driver paid that.

I agree with my wife. When you're in a jam, being a Hartford policyholder certainly pays off.

TEN, fifty, 1,000 miles from home — you're always within reach of a Hartford Fire Insurance Company Group representative. To be cer- tain of service wherever you drive, insure your car with this organiza- tion that gives you "Hometown Service—Anywhere". Just call your Hartford Group Agent or your insurance broker—or mail coupon today.

Year in and year out you'll do well with the

## Hartford Fire Insurance Company Group

Hartford Fire Insurance Company  
Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company  
Citizens Insurance Company of New Jersey  
Hartford 15, Connecticut  
New York Underwriters Insurance Company  
New York 38, New York  
Northwestern Fire and Marine  
Insurance Company  
Twin City Fire Insurance Company  
Minneapolis 2, Minnesota



-----Mail this coupon-----

**Hartford Fire Insurance  
Company Group  
Hartford 15, Conn.,  
Dept. AL-11**

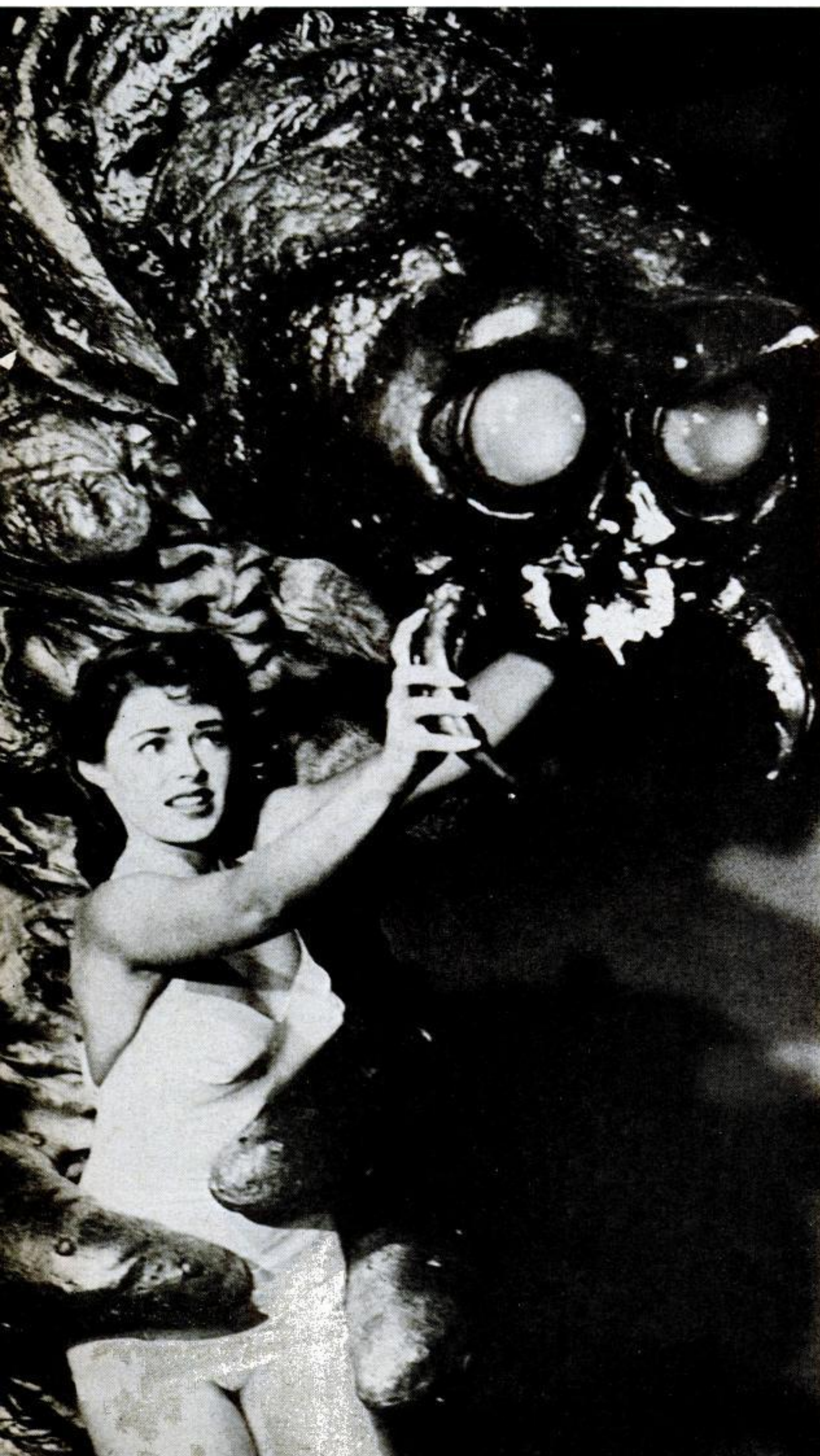
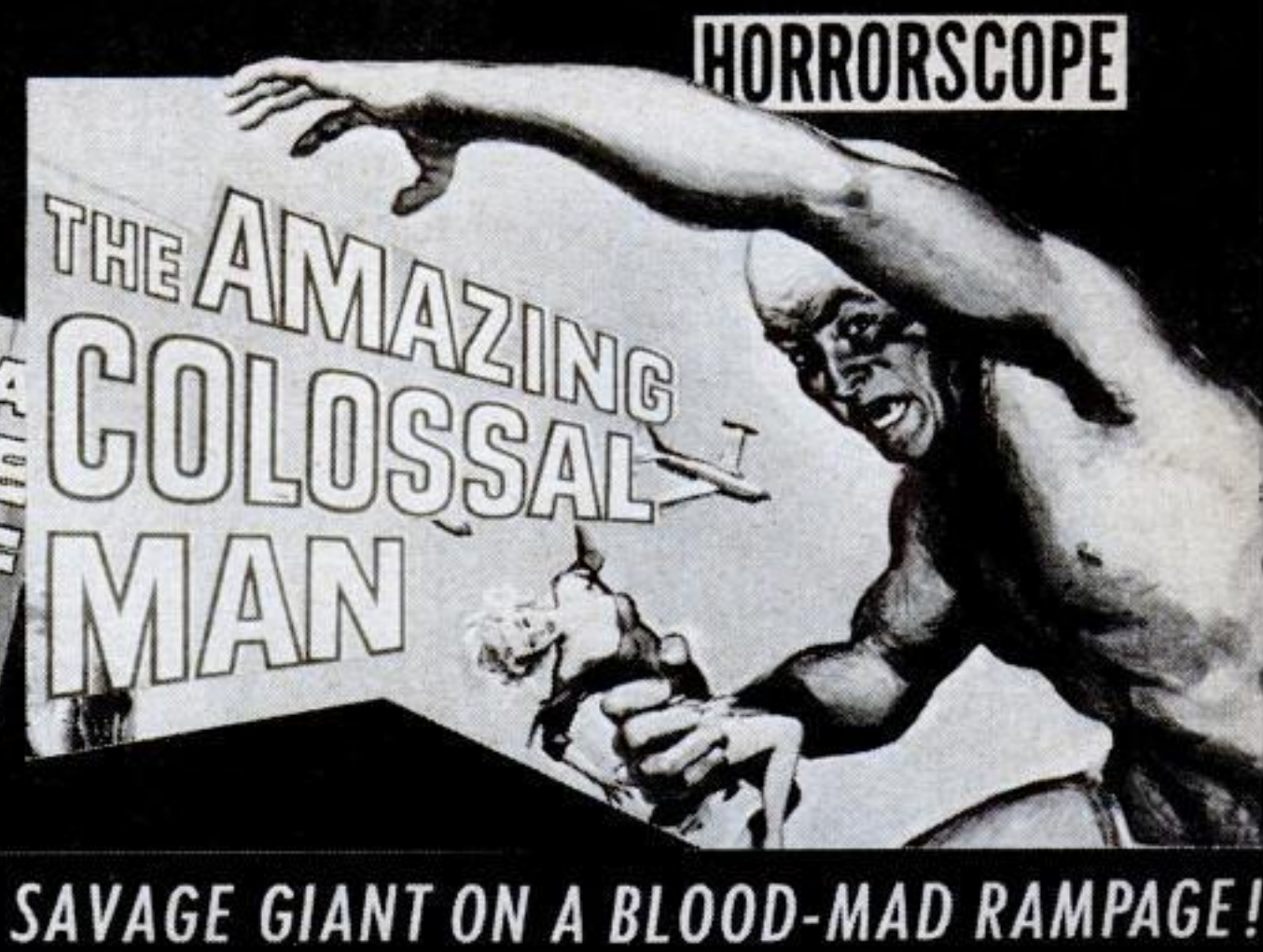
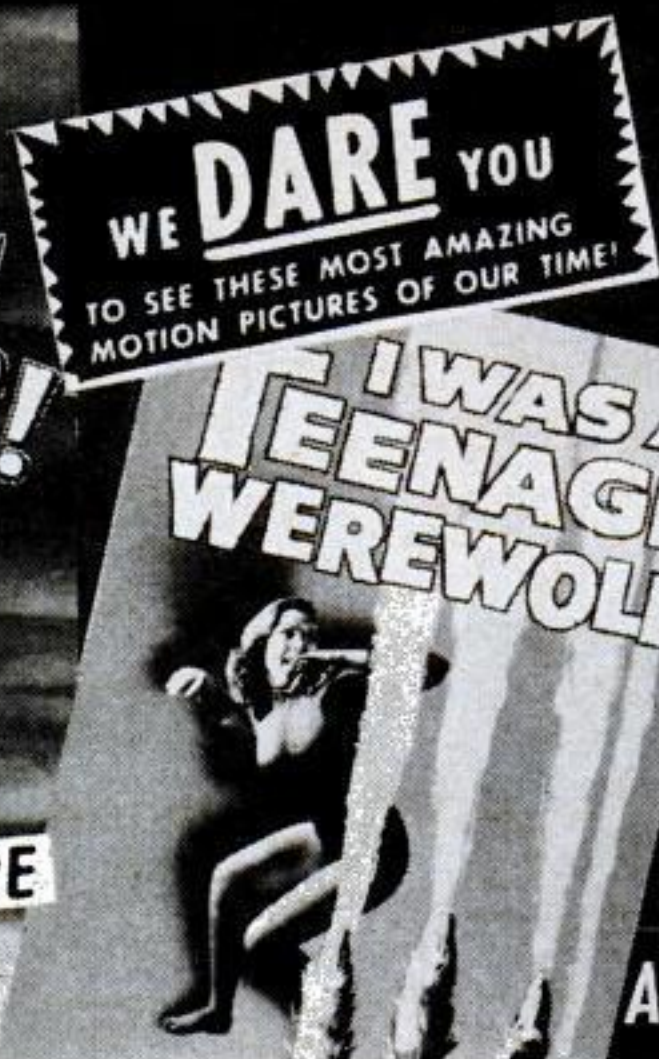
Please send free informa-  
tion on the advantages of Hartford Auto-  
mobile Insurance protection and service.

Name.....

Address.....

City.....Zone.....State.....





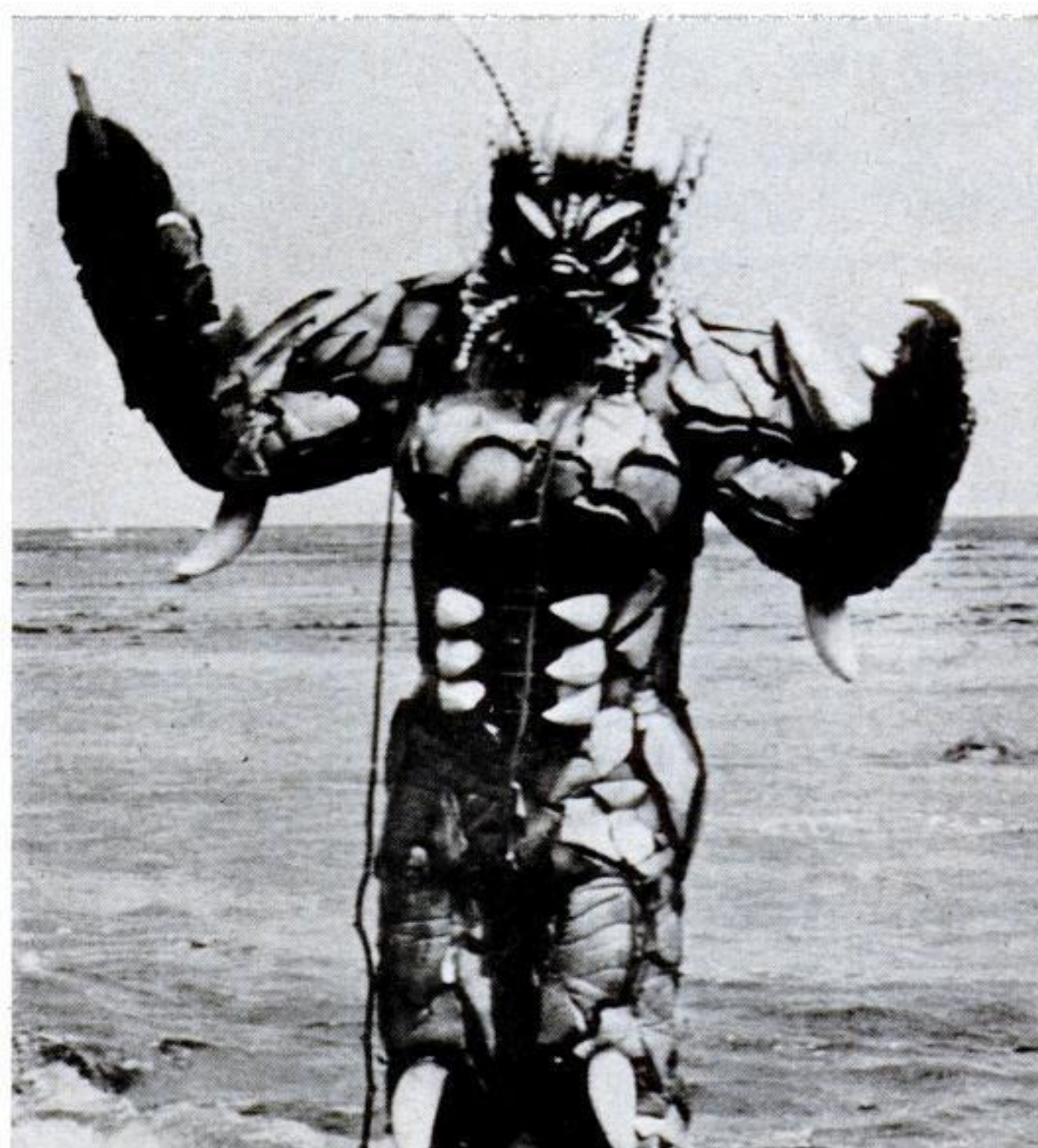
**MONSTROUS MOLLUSK**, a shelled creature in *The Monster That Challenged the World*, rises from subterranean depths, is blasted to death by explosives.

## SPEAKING OF PICTURES

# GHASTLY LOOK OF A FILM FAD

Ghastly sights are now swarming in darkened movie theaters everywhere, menacing mankind with an unprecedented procession of spectacular monsters. Horror films as a group are the biggest profit makers in the business today. Their main audience is teen-agers who find the gruesome goings-on thrilling. A good deal of imagination goes into dreaming up the monsters and almost as much goes into the advertising come-ons (above).

To please their audience, producers are now making teen-agers their heroes. The furry creature at right, below is a teen-ager who sprouts werewolf fangs in experiments by his psychiatrist. The popeyed space horror at far right is destroyed by teen-agers who, finding that he is vulnerable to light, illuminate him to death with hot-rod headlights. Coming soon in *War of the Satellites* will be the ultimate in scientific monsters, a creature inspired by Einstein's relativity theory who has traded his mass for energy and becomes as disembodied as an old-fashioned ghost.



**LOBSTER LADY**, a beautiful girl turned into a clawed prehistoric monster by a hypnotist in *The She-Creature*, regains her beauty by killing her tormentor.



screen's new HIGH in **VIOLENT, SHRIEKING TERROR!**

Not recommended for  
people of nervous disposition.



**VICIOUS VEGETABLE**, a tree stump brought to life by drugs in *From Hell It Came*, terrorizes a Pacific island before sinking to its death in pit of quicksand.



**JUVENILE HORROR** in *I Was a Teenage Werewolf* is adolescent who reverts to "primitive state in evolution." Wounded, he turns back into a boy as he dies.



**SPECTER FROM SPACE** in *Invasion of the Saucer Men* injects alcohol into human beings with his claws, making them drunk or killing them with overdose.





HEADS TURN... for the man who smokes

## Dutch Masters®

That's right, heads turn, torches burn, and ladies yearn for the man who smokes The Fine Cigar! To be sure, all's well for the man who smokes Dutch Masters! Put a glow in your life with this fragrantly mild, fine cigar. Seven smart shapes to suit your taste—from 2 for just 25c to 25c each. Will wonders never cease!



Copy, 1957, Consolidated Cigar Sales Co., Inc.

## LETTERS TO THE EDITORS

### RUSSIA'S SATELLITE

Sirs:

LIFE's article on the Russian satellite is excellent ("The Feat That Shook the Earth," LIFE, Oct. 21). It is a science book in itself.

H. V. WHITE JR.

Rocky Mount, N.C.

Sirs:

The rocket and missile technologists in the U.S. have no apologies to make. I have experienced, firsthand, the growth of the missile business and am proud of the integrity, imagination and dynamic dedication of the U.S. team that has evolved.

The people of America should be proud of the fact that we announced our Vanguard project separately from the defense program, so that its peaceful purpose could be thus emphasized. Sputnik is no miracle and anyone with any knowledge of the subject knows we could have done it many years ago—but, so what! First things first have been taken care of, and I hope the Russians, who you would lead us to believe are so superior, have at least enough sense not to be taken in by your article.

C. E. BARTLEY  
President

Grand Central Rocket Co.  
Redlands, Calif.

Sirs:

Before Sputnik we were a nation of warmongers endangering mankind by atomic experiments. After Sputnik we are now a nation of scientific slackers who will not develop science for its use by mankind.

One thing is clear: our critics have gotten the drop on us propagandawise on both occasions.

R. BROWN, M.D.

Wauwatosa, Wis.

Sirs:

On page 29 the illustration entitled "Vehicles Here and To Come" depicted a rocket described as "nuclear-fueled" craft.

This rocket, called the "Snooper," is more properly described as a "ion-propelled" craft instead of a "nuclear-fueled" craft. The "Snooper" would achieve its thrust by passing sodium (or other alkali metal) ions through a magnetic field.

DONALD K. LEINBACH

Flushing, N.Y.

● Though the "Snooper" is directly propelled by ions its basic power

is nuclear. In the "Snooper," intense heat from the reactor removes electrons from atoms, turning them into ions. The electrically charged ions are focused by a magnetic field, powered by the nuclear reactor, and shoot out to give the thrust that propels the vehicle.—ED.

Sirs:

You devote considerable space to "Why Did U.S. Lose the Race?"

The reason we lost the race is that we have had no leadership at the top.

President Franklin Roosevelt in a speech delivered at the beginning of World War II said we would build 50,000 airplanes in that year. The public was aghast at what seemed a fantastic goal. The 50,000 airplanes were built within the specified time and thousands beyond it. When the scientists visited F.D.R. to discuss the atom bomb he gave the green light and the bomb was built.

All this was due to real leadership which is woefully lacking in the present day.

CLARENCE H. LOW

New York, N.Y.

Sirs:

The four sequence pictures on the bottom of page 19 show Sputnik traveling below two stars. The brighter star is Epsilon Ursae Majoris all right. But the fainter star is not in the constellation of Canis Vanatici, as LIFE states. It is too close to Epsilon Ursae Majoris.

JOSE HERNANDEZ

Saint Paul, Minn.

● LIFE was right about the small star, wrong about the big one. The brighter star is not Epsilon, but Eta, first star on the Big Dipper's handle. The fainter star is HD118232.—ED.

Sirs:

Wasn't Puck ahead of the Russian Sputnik? Consider Act II, Scene 1 of *A Midsummer Night's Dream* where Puck tells Oberon: "I'll put a girdle round the earth in 40 minutes."

ELISE KIDDER WISHAR

Coral Gables, Fla.

### PLATERO THE DONKEY

Sirs:

I hope LIFE readers will remember your wonderful story of Platero the donkey last summer ("U.S. Premiere for Famous Tales of a Donkey," LIFE,



A U.S. PLATERO

Aug. 19). For here in Texas last week an all-white donkey, just like poet Juan Ramón Jiménez' Platero, was born. His breeder, Brown McCallum of Alice, Texas, believes the foal to

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to: J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

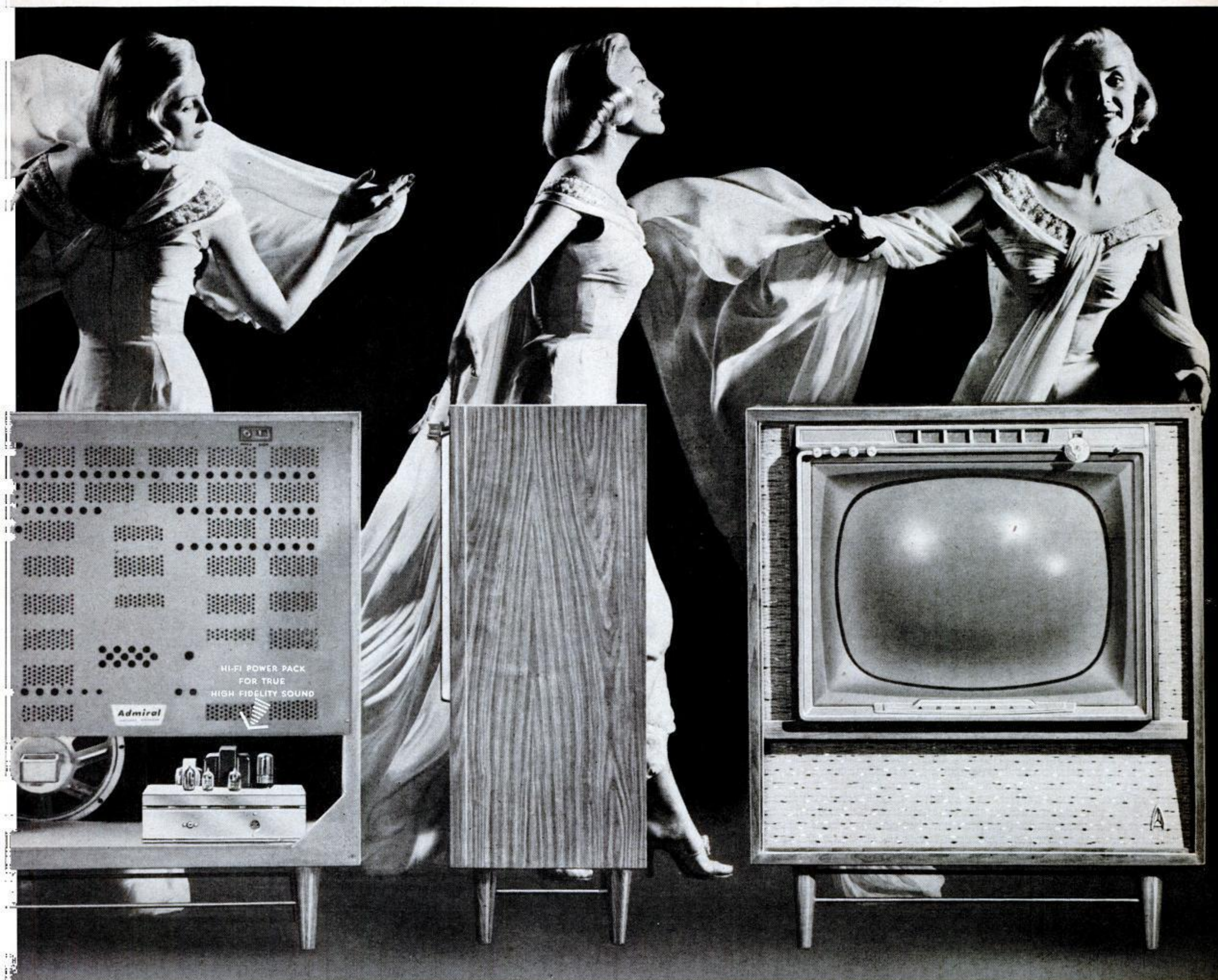
Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Controller and Assistant Secretary, John F. Harvey.

CONTINUED



new (and wonderful) from

# Admiral



## TV with true high-fidelity sound!...made possible by the exclusive Audio PowerPack in the back!

Never before has TV sounded like this! Now, *thrillingly* life-like reproduction of music. And voices sound as if they were right in the room! For now Admiral adds a super "PowerPack" to TV that is actually a separate *hi-fi amplifier*—playing through *four* precision hi-fi speakers!

These Admiral TV sets have a phono jack, too—so you can just plug in your record changer and have a *complete* hi-fi phono system. The picture? Admiral's shorter 110° picture tube—in its new Slim Line cabinet—gives you the

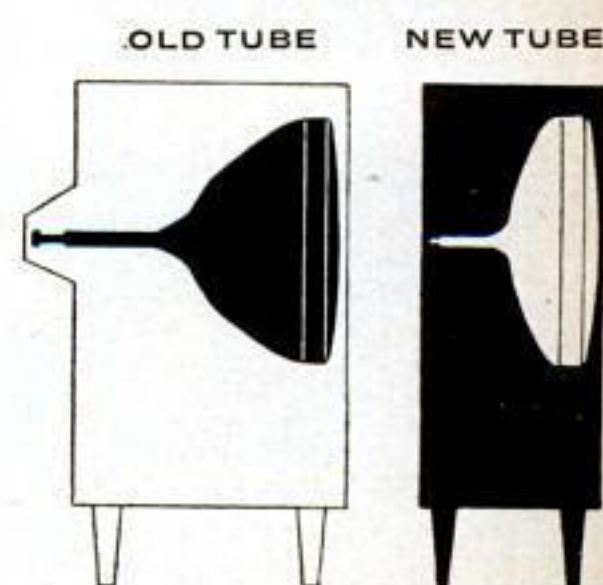
brightest, sharpest picture you've ever seen!

Look for the PowerPack on the back of new Admiral high-fidelity TV—and you've found the finest TV made!

**Admiral High Fidelity TV Model CH21F54.** 21" x 110° Admiral picture tube. Slim Line cabinet only 16 3/4" deep. First Power-Plated amplifier ever! 10" bass, two 2" x 10" middle-range, 3 1/2" treble speakers. Separate bass and treble tone controls. Push-button on-off. Choice of Mahogany, Blonde, or Sierra finishes.

\*OVERALL DIAGONAL: 26 1/2 IN. VIEWABLE AREA

*Admiral High Fidelity TV available with Admiral's new Son-r Remote Control*



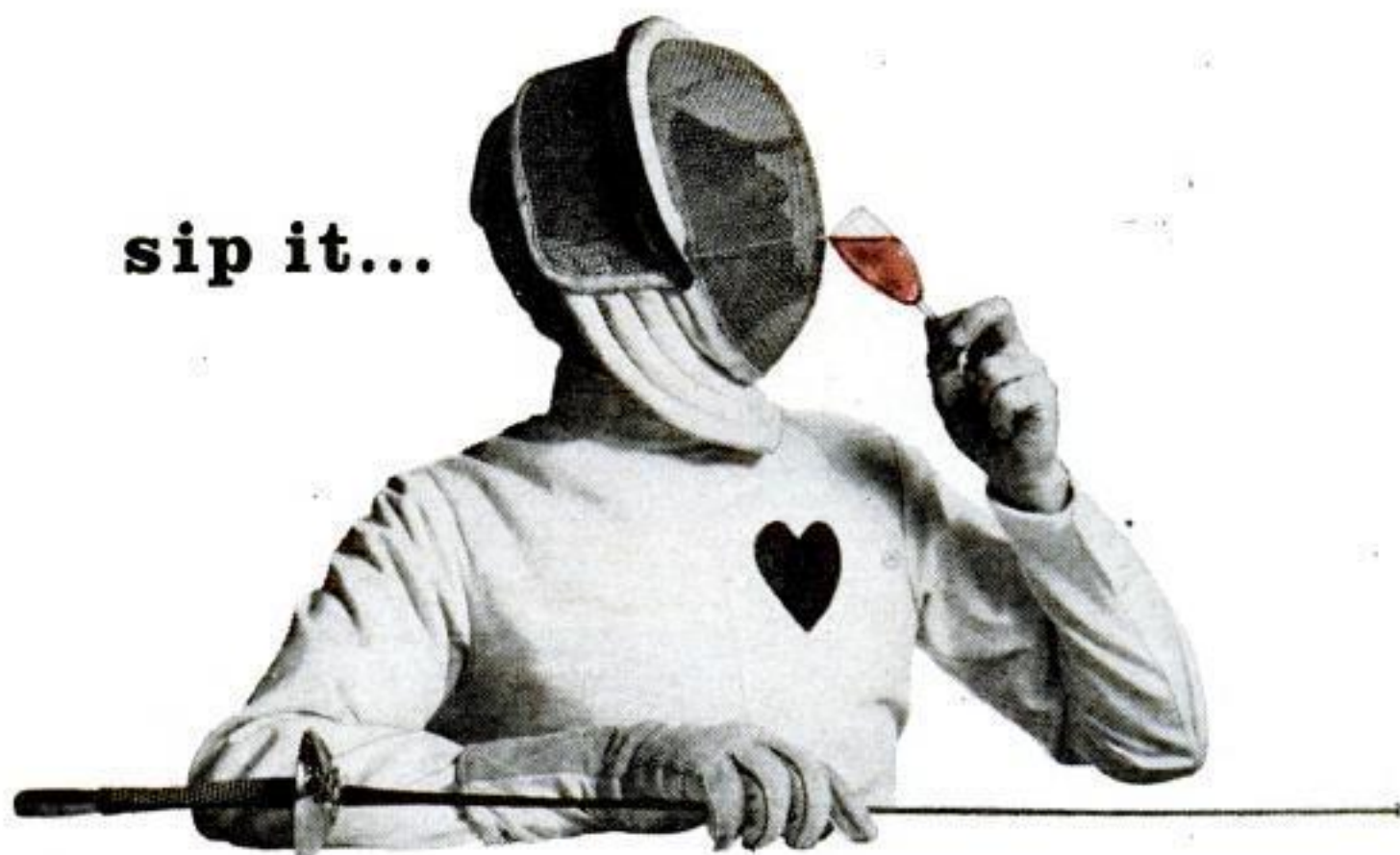
Revolutionary new Admiral 110° picture tube makes Admiral Slim Line cabinets 5" shorter. No old fashioned bulge in back. Cabinets fit flush to wall.



sniff it...



sip it...



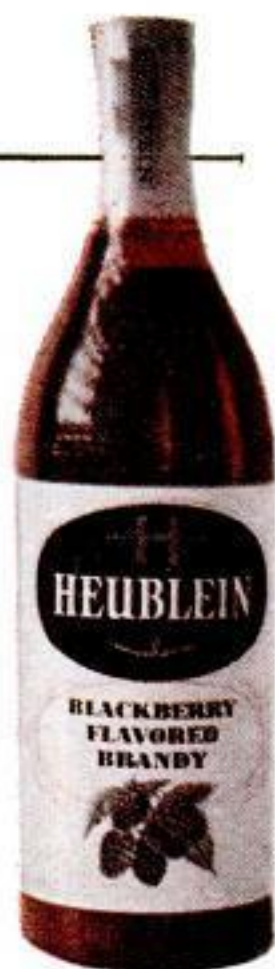
savor it...



You'll discover that something extraordinary has happened to Blackberry Flavored Brandy. Heublein has captured the true full flavor of the blackberry as no one has ever done before, anywhere. Connoisseurs were amazed. You'll be delighted—and more than pleasantly surprised by the modest domestic price. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

full-flavored **HEUBLEIN**  
**CORDIALS**

the cordials that amazed the taste-testers  
BLACKBERRY FLAVORED BRANDY, 70 PROOF • CREME DE MENTHE, 54 PROOF  
CHERRY FLAVORED BRANDY, 70 PROOF • CREME DE CACAO, 50 PROOF • 20 FLAVORS IN ALL



## LETTERS TO THE EDITORS CONTINUED

be the first pure-white jackass to be born in the United States. He is not an albino. The foal's sire is a white jack from Mexico, but his mother has the ordinary dark donkey coloring. The little jack, white even to his hooves, eyelashes and whiskers, is as playful as a puppy, with soulful eyes as dark as an Arabian stallion's. Naturally Mr. McCallum has named him Platero.

TEX McCORD

*The Daily Echo*  
Alice, Texas

### ARCHITECTURE

Sirs:

LIFE's report on the meeting of 400 city planners brought America's rapid-growth-of-city problem to the public in a clear concise manner ("Symposium in Symbolic Setting," LIFE, Oct. 21). I only hope many people will read and realize what a problem this is becoming. That 6x20-foot monster, the car, is fast coming to rule us. Almost all our planning now centers around how we are to care for it. When one realizes how much more space is required for one car as compared to one individual, it is soon apparent how much more living space is required.

RALPH J. BISHOP

Spokane, Wash.

### HOSTESSES TO QUEEN

Sirs:

In "Hostesses to Queen" (LIFE, Oct. 21) you say the British Embassy in Washington "is British soil." A foreign diplomatic embassy or legation is not, in international law, foreign territory, although it is for many purposes treated as though it is. A person who commits a crime in an embassy violates the law of the host country and may be prosecuted by the local police. He can be apprehended in the building, however, only to the extent that its diplomatic immunity is waived by the government whose embassy it is. A person born in a foreign embassy building in Washington, D.C. is as much born "in the United States" as a person born in the Doctors Hospital there. Let's stop perpetuating the error that the obsolete word "extraterritoriality" has lured us into.

MICHAEL H. CARDOZO  
Professor of Law

The Cornell Law School  
Ithaca, N.Y.

### NEW NOTE AT MUHLENBERG

Sirs:

Heartiest congratulations to the men of Muhlenberg College ("Sound of Girlish Voices Strikes a New Note at Muhlenberg," LIFE, Oct. 21). Their initiation asininites are worthy of a third-rate junior high school.

MEYER W. WITT, '57

University of Texas  
Austin, Texas

Sirs:

Taimi Toffer is a girl who is an "only" in more ways than one. Formerly an inhabitant of Estonia and of Austrian DP camps, she came to the U.S. in 1951 and won first prize in physical science at the 1956 National Science Fair in Oklahoma City. She exhibited her work on electrophoresis (separation of the blood proteins).

RUSSELL K. BENDER

Emmaus, Pa.

Sirs:

LIFE might be interested to know that one of the new coeds you pictured in the Muhlenberg College story shortly afterward became its homecoming queen. Here is a picture of President J. Conrad Seegers crowning Taimi Toffer—your "lone girl in all-male chemistry class"—at the college's first homecoming dance.

S. UPDEGROVE

Allentown, Pa.



TAIMI IS CROWNED A QUEEN

### SPEAKING OF PICTURES

Sirs:

Congratulations are in order for Photographer Edward Wallowitch for immediately recognizing and picking up the freshest approach I have yet to see into the fantastic imagination of our children (Speaking of Pictures, LIFE, Oct. 21).

Not only were all the photographs technically superb, but as the wife of a nonobjective artist, I can fully appreciate their abstract qualities too!

MRS. JAMES H. SUZUKI

New York, N.Y.

### FICTION BY A GOVERNOR

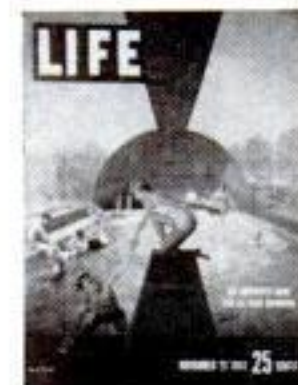
Sirs:

I have just finished reading Governor Furcolo's tale which I most certainly enjoyed ("Fiction by a Governor on a Rowdy Campaign," LIFE, Oct. 21). However, I would like to point out that the scene depicting the League of Women Voters endorsing the candidacy of the representative would be an impossibility in real life. The league strictly adheres to a non-partisan policy and never supports a candidate!

MRS. ARNOLD R. WOLFF  
President

League of Women Voters  
Glencoe, Ill.

Please send



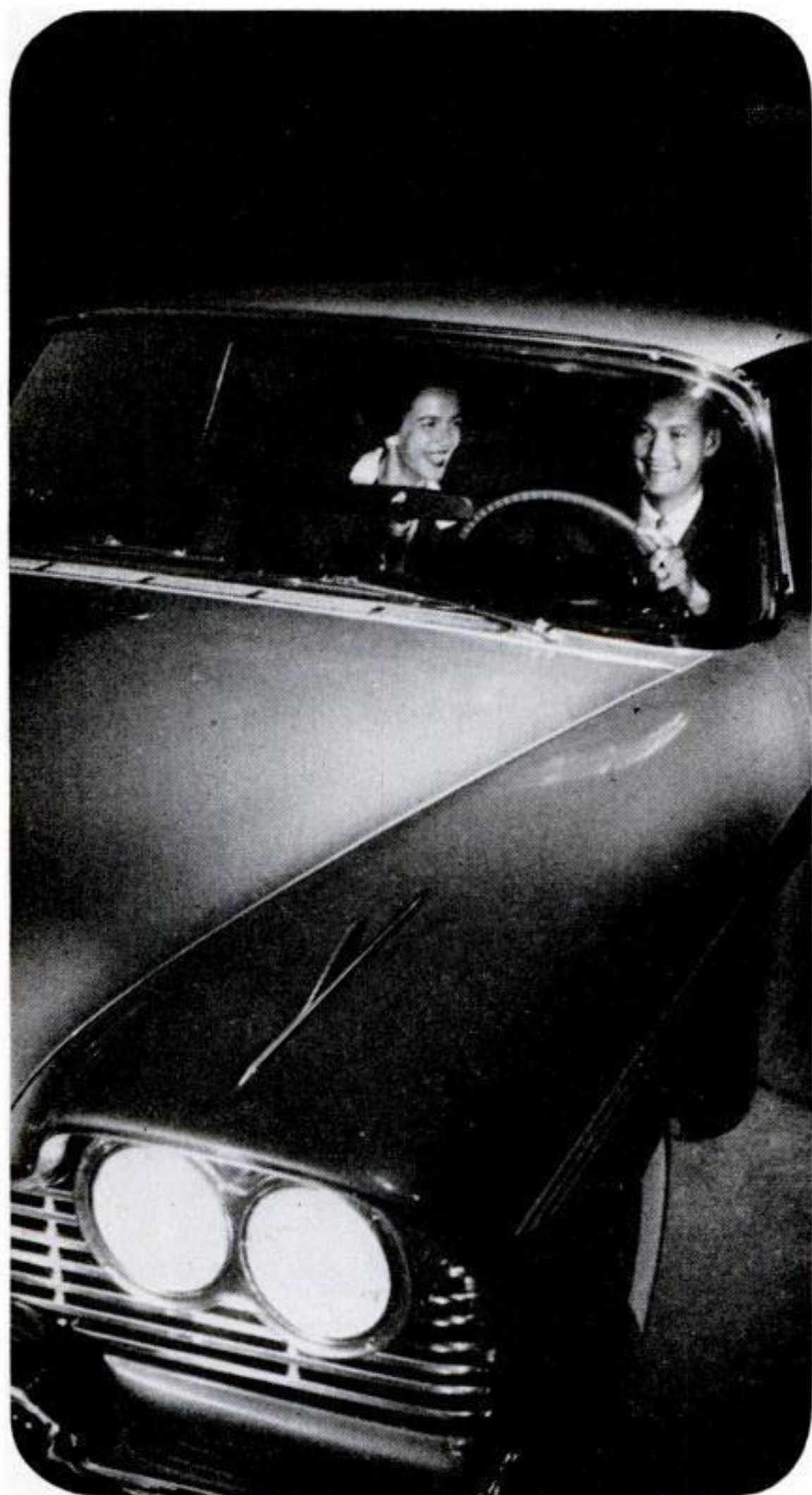
to \_\_\_\_\_  
name \_\_\_\_\_  
address \_\_\_\_\_  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

**ONE YEAR \$6.75** in continental U.S.,  
Hawaii, Alaska, Puerto Rico, Virgin Is.  
(1 year at the single copy price would cost  
you \$13.00)

(Canada: 1 year \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3445





**CHRYSLER  
CORPORATION**

*brings to*

**1958**

## **NEW MEANINGS FOR THE NEW CAR BUYER**

It grows increasingly clear that great changes are taking place in concepts of design and construction of the motor car in America today. As a result, there are important differences between various cars in enjoyments for the owner. These differences are even more significant in the 1958 models. What is happening is this . . .

- 1.** The *Forward Look* has achieved a major break-through in design, setting new standards in styling and in inherent handling and performance as well.
- 2.** The true importance of these break-throughs—to you—is underscored by the most dramatic wave of popular interest in, and approval of, all five cars—Plymouth, Dodge, De Soto, Chrysler and Imperial.
- 3.** People realize that authentic enduring style is important. They also realize that it is equally important to *drive—to control—to feel* the full sense of command—to *know* all the pleasures that define a Forward Look car.

As you study the pages that follow, you will realize that the 1958 cars of Chrysler Corporation fulfill the promise of the most successful design in automobile history. In the clean, fluent, dart-like shape—in the ingenious, rugged engineering at the heart of it—here is the authentic pattern of advance design.

**We invite you to compare design . . .** to discover the full bounty of exciting and exacting achievements that distinguish the 1958 Plymouth, Dodge, De Soto, Chrysler and Imperial from all other cars. A nearby dealer will demonstrate the differences. See him and discover why The *Forward Look* reaches farther into the future than any other design of our time.

**They're Here! On the next 13 pages CHRYSLER CORPORATION**

**shows you why for '58 . . . more than ever **THE FORWARD LOOK** is the ADVANCE DESIGN!**





# Announcing the car that's **AHEAD**

Above all others in the world, the leader is most fiercely challenged. This is true in every endeavor; and in the reply is here today. The builders of the most exciting cars on the road bring you an even greater new Plymouth

**SILVER DART STYLING**

A long, low sweep of beauty!

• **TORSION-AIRE RIDE**

Luxurious big-car comfort!

• **GOLDEN COMMANDO V-8\***

New, advanced engine design!

• **DIRECTIONAL STABILIZER FINS**

For safer travel on the nation's highways!

• **PUSH-BUTTON TORQUEFLITE\***

World's smoothest . . . easiest driving!





# FOR KEEPS!

automotive field, many have asked of Plymouth: "What can you possibly bring us that is finer?" The proud  
...the Star of the Forward Look...with many new and important features that will *keep* you years ahead!

**LUXURY-LINE INTERIORS**  
With beauty-blended fabrics!

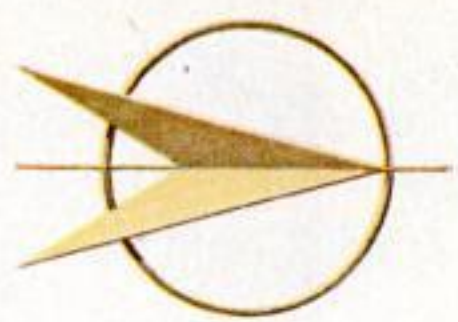


There's no catching *Plymouth*

\*Optional at extra cost







# Introducing NEW



**A MOST UNUSUAL NEW CAR** is now enjoying enthusiastic reception all over America. It is very low, very daring, beautifully proportioned. The manufacturer, Dodge Division of Chrysler Corporation, has designated the car "Swept-Wing 58" with the statement: "This is the successor to the 1957 Swept-Wing Dodge which launched a 'buying revolution' against the high, boxy design carried over by other cars in the field. In Swept-Wing 58, owners will have the most advanced 1958 car on the road in style, ride and true greatness of handling." While horsepower and torque

ratings on the new Ram-Fire V-8 engine have not been disclosed, it is announced that electronic fuel injection will be available in limited quantity. A remarkable automatic transmission (TorqueFlite) combines both a fluid torque converter (for smoothness) and 3-speed gear ranges (agility and economy). Driver controls all ranges by push-button, a Dodge "trademark" since introducing it to the industry in 1956. Torsion-Aire ride, which virtually eliminates road-sway and brake dip, is standard equipment on all models. Other significant advances include a new Constant-Control power steering



# SWEPT-WING 58

*( So advanced it leaves the rest behind ! )*



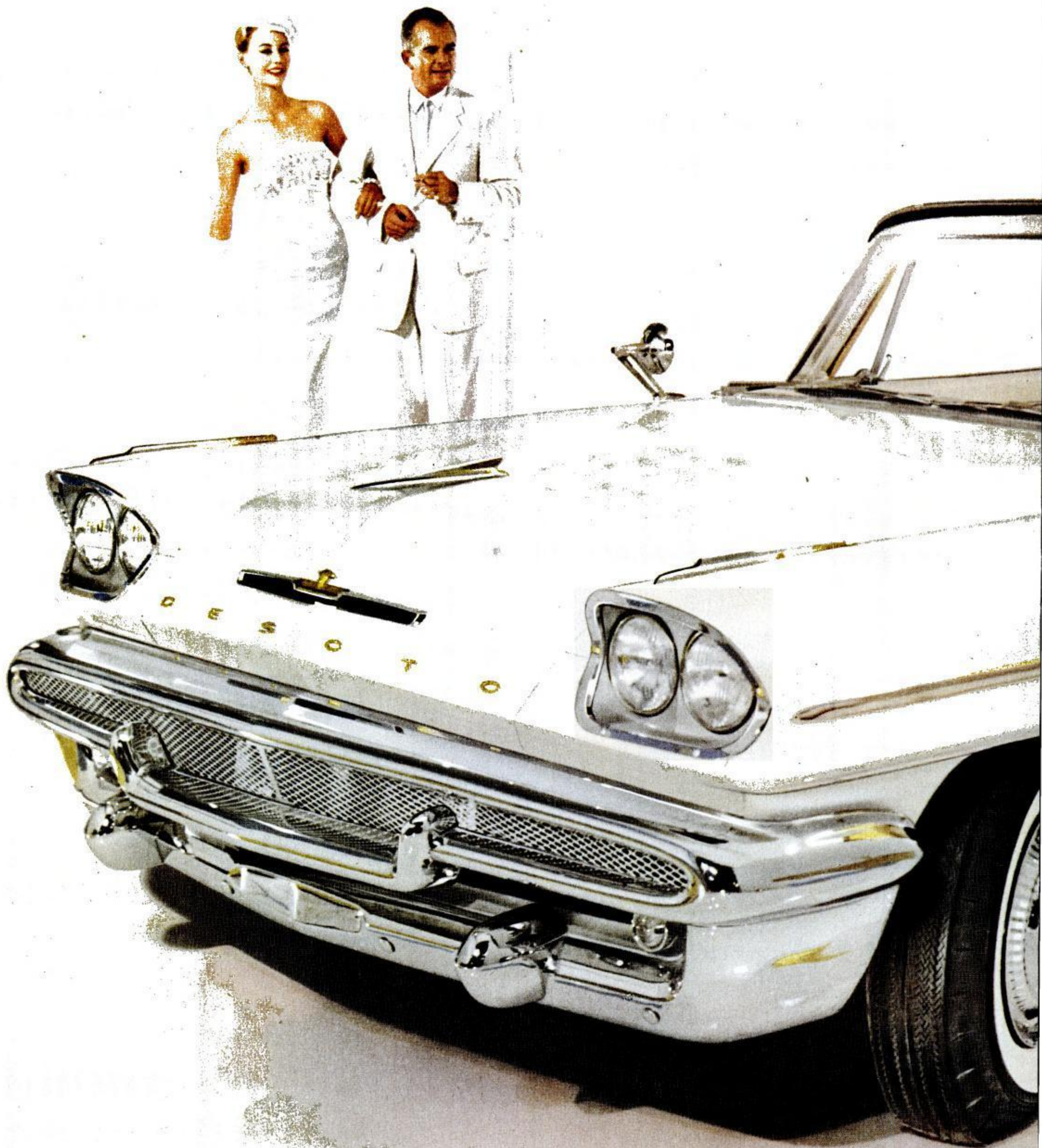
Costumes by Bonnie Coshin for Philip Sills

esystem, and a "Sure-Grip" differential for better traction on snow and ice. Among those who have previewed the Swept-Wing 58, most frequent comments concerned the luxurious new grille and a vast new "picture window" windshield which curves up, back and around. The sports-car lowness of design also made a strong impression. AA Dodge spokesman pointed out: "We honestly feel that the Swept-Wing 58 has no counterpart. To own it is a new adventure." All body styles are now on display at Dodge dealerships. Dealers report large crowds from announcement day on.

**SWEPT-WING 58** *by* **DODGE**



# New 1958

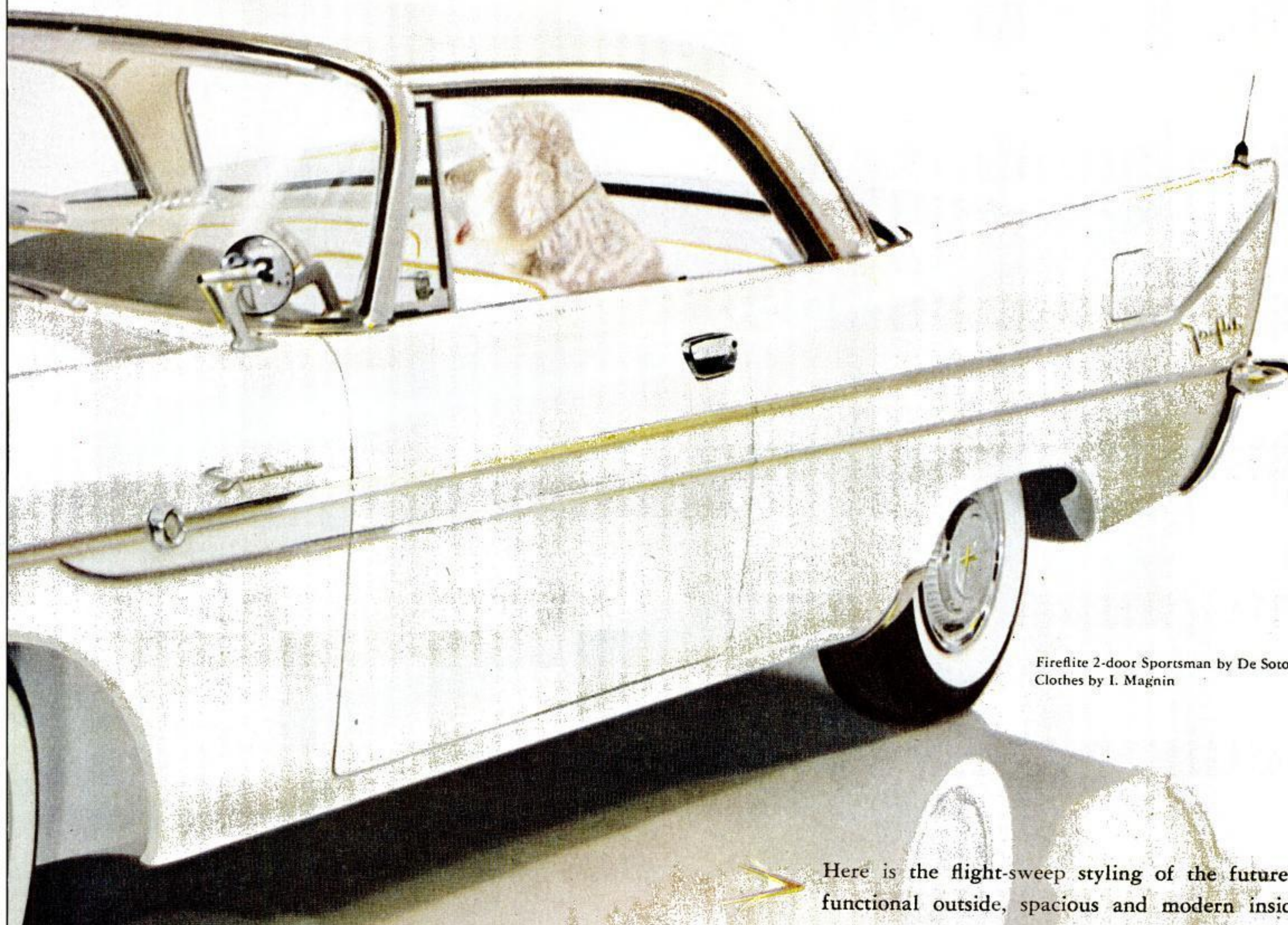


New wide range of prices — starts close to the lowest. **FIRESWEEP** — big-value leader for 1958. **FIREDOVE** — medium-priced pacemaker. **FIREFLITE** — the ultimate in luxury.



# DE SOTO

*the exciting look  
and feel of the future!*



Fireflite 2-door Sportsman by De Soto  
Clothes by I. Magnin

Here is the flight-sweep styling of the future — functional outside, spacious and modern inside.

Here is the power of the future — a new De Soto engine of advanced design. Quiet, economical and powerful, it brings a new smoothness to driving.

Here is the ride of the future — new Torsion-Aire is airborne smooth, with unrivaled roadability. No extra cost!

Here is the convenience of the future — driving is push-button simple; parking is fingertip easy.

Get a glimpse of the future at your De Soto dealer's today.

De Soto Division, Chrysler Corporation



**You've just seen the new '58 Plymouth, Dodge, De Soto.**

**Now, before you turn to the new '58 Chrysler and Imperial,**



**LOOK AT ALL THAT'S NEW FOR YOU in the cars of THE FORWARD LOOK! Your first**

**time at the wheel**



**you're in for a brand new sensation! Push a button**



**(on the dash for safety) and you're off to the most controlled ride you've**

**ever enjoyed—TORSION-AIRE! New CONSTANT CONTROL POWER STEERING**

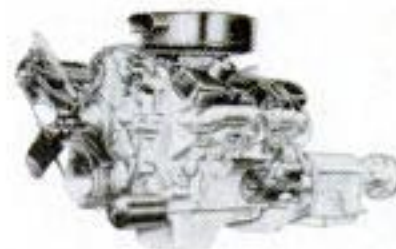


**works for you full-time. You'll feel safer, surer with TOTAL-CONTACT BRAKES ...**



**longer lasting and less work for your toes. And you'll be pleased as**

**punch with the way it PERFORMS. (Chrysler engineering leadership is a famed and**



**familiar story.) You'll thrill to new smoother, quieter engines. You'll see why the cars**

**of CHRYSLER CORPORATION set records for ECONOMY**



**as you whisper your**

**way through traffic.**



**Whether you go with TORQUEFLITE or POWERFLITE**



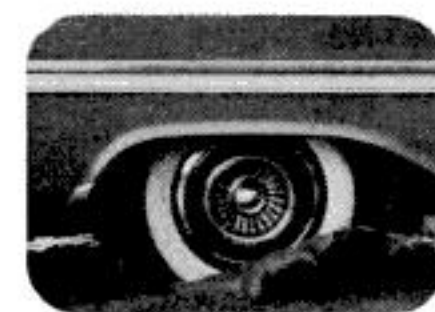
you get an unmatched combination of smoothness . . .



performance and

economy! You've more ways to save gas with a new 3-step choke. Fuel injection on

some models. You'll surge out of snow or mud with new Sure-Grip differential.



You'll enjoy new years-ahead air conditioning. You dial the dryness, coolness and amount



of fresh air you want. New remote control outside mirror . . . newest safety-cushion



steering wheel.



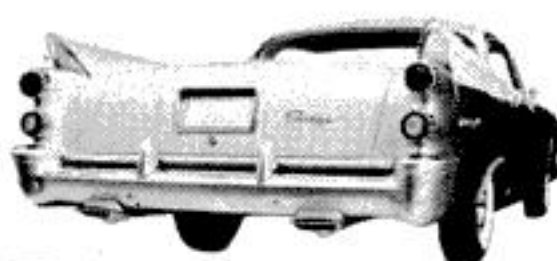
Design—so clean, so simple, so right from the start, with the



look America votes best, the upswept look with the low, low silhouette . . . dual headlights



and handsome new grilles . . . functional fins . . . not added on—they flow out of the design!



New taillight glamor, too! Wrap-around windshields, both top and bottom,



front  
and back.



50% better viewing! Decorator interiors



exciting new colors. Yes, a new experience is waiting for you right now at your

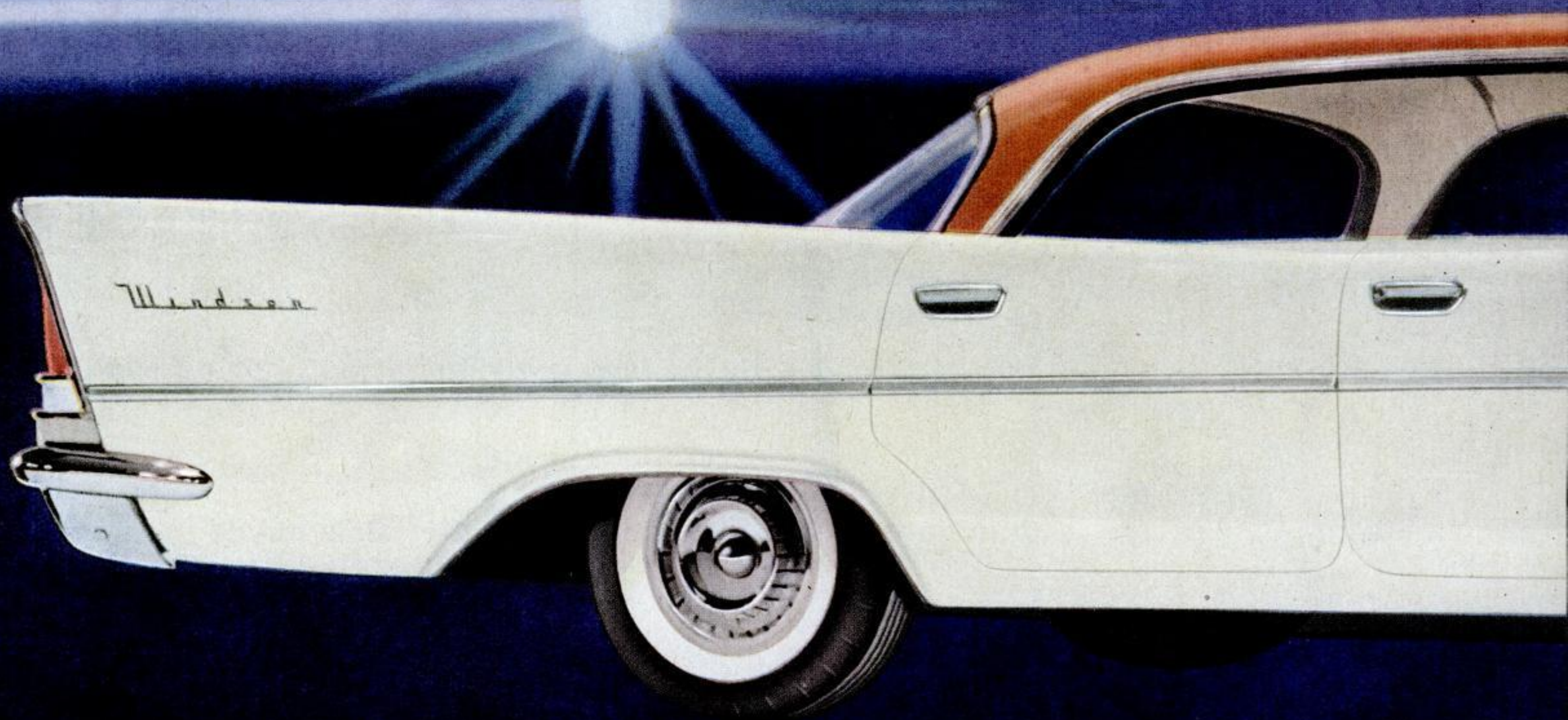
TURN PAGE  
FOR MORE NEW  
MEANINGS . . .



**PLYMOUTH, DODGE, DE SOTO, CHRYSLER, OR IMPERIAL** dealer.



# MIGHTY CHRYSLER FOR '58



## ANNOUNCING THE GLAMOROUS

*You'll thrill to its Bold New Look of Success  
and to its dramatic all-new concept of quality  
construction, performance and prestige . . .  
never before available at its price!*

ADVANCED New Flight-Sweep styling!  
GLAMOROUS New "Luxury Look" interiors!  
ROOMY New sofa-wide seats!  
LIVELY New 10 to 1 compression ratio!  
WONDERFUL New Torsion-Aire Ride! No extra cost!  
SAFEST New Total-Contact brakes!  
MODERN New Pushbutton TorqueFlite!\*

EASIEST New Constant-Control power steering!\*

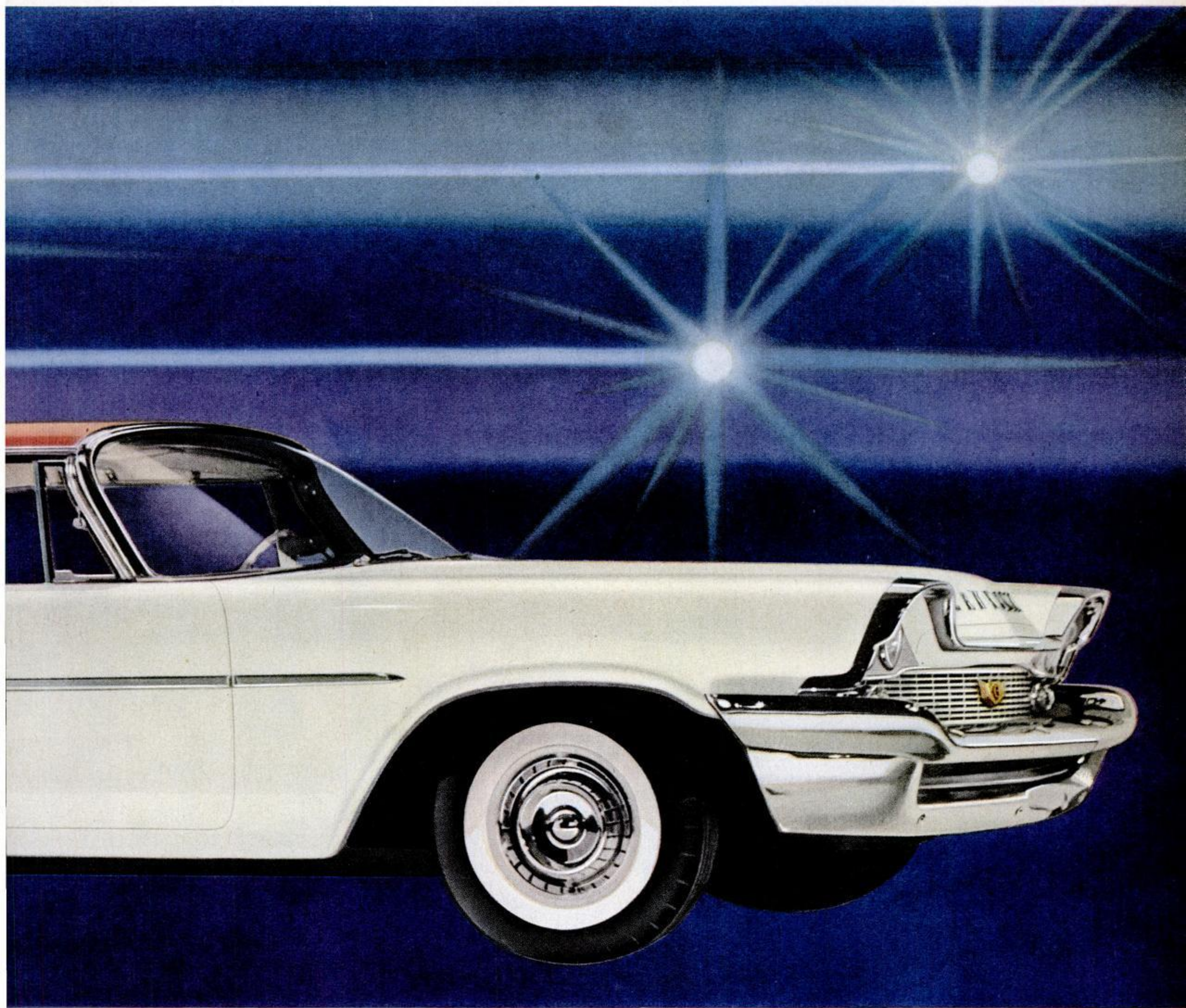
SCENIC New Compound-Curved windshields!

EXCLUSIVE New Auto-Pilot!\*

\*OPTIONAL AT EXTRA COST.



# MAKES THE NEWS WITH A NEW LUXURY CAR IN A LOWER PRICED FIELD!



## ALL-NEW CHRYSLER WINDSOR!

Today . . . there's a shining new "luxury star" in the medium priced field . . . the glamorous all-new 1958 Chrysler Windsor!

**NEW!** A car not only *all-new* in styling . . . *all-new* in engineering . . . *all-new* in performance but representing an *all-new* concept of luxury in its new lower priced field! Imagine! *Chrysler* quality . . . *Chrysler* luxury . . . *Chrysler* performance . . . *Chrysler* prestige! All this in a new lower priced range! So much more to enjoy! So much less to pay!

**NEW!** Never before has it been possible to own so much glamour . . . so much luxury . . . for so little . . . and only Chrysler offers it to you today!

**NEW!** Ask your Chrysler dealer to show you Chrysler's long list of

special new 1958 features such as Chrysler's new Auto-Pilot! The greatest driving safety, driving comfort feature ever invented! Not a governor, but an *assisting* device connected with speedometer and accelerator. It prevents excess *speed* in traffic zones, maintains constant *speed* on highways. Be sure to see it in operation.

---

THREE GREAT SERIES  
IN THREE PRICE CLASSES . . .  
NEW YORKER • SARATOGA • WINDSOR!

---





# Announcing for 1958...

With a sound like the wind, and a starry glitter, the magnificent new Imperial for 1958 rolls on the scene. Here in all its triumphant beauty is America's new fine-car style leader — acknowledged throughout the nation, deeply recognized by the industry itself. The Imperial is a superb forerunner of what others may have . . . later. You may own it, and drive it, now. Unique performance characteristics are yours to command. For

the Imperial, along with its great good looks and good taste, places at your service the industry's admittedly finest engineering. Touch a button. You summon deep-breathing power which feels limitless. Turn the wheel. For all its impressive size and length, your car handles like silk . . . an experience at once thrilling and restful. The exclusive suspension system on the Imperial holds you serenely level and supremely com-





the triumphant new

comfortable on any road, any curve, any surface, any stop. See the dazzling line-up of nine new models, all available with Imperial's exclusive new Deluxe Dual Air Conditioning. Know the wonderful feeling of owning the nation's newest, most exciting motorcar — the triumphant Imperial.

IMPERIAL . . . FINEST PRODUCT OF CHRYSLER CORPORATION

IMPERIAL

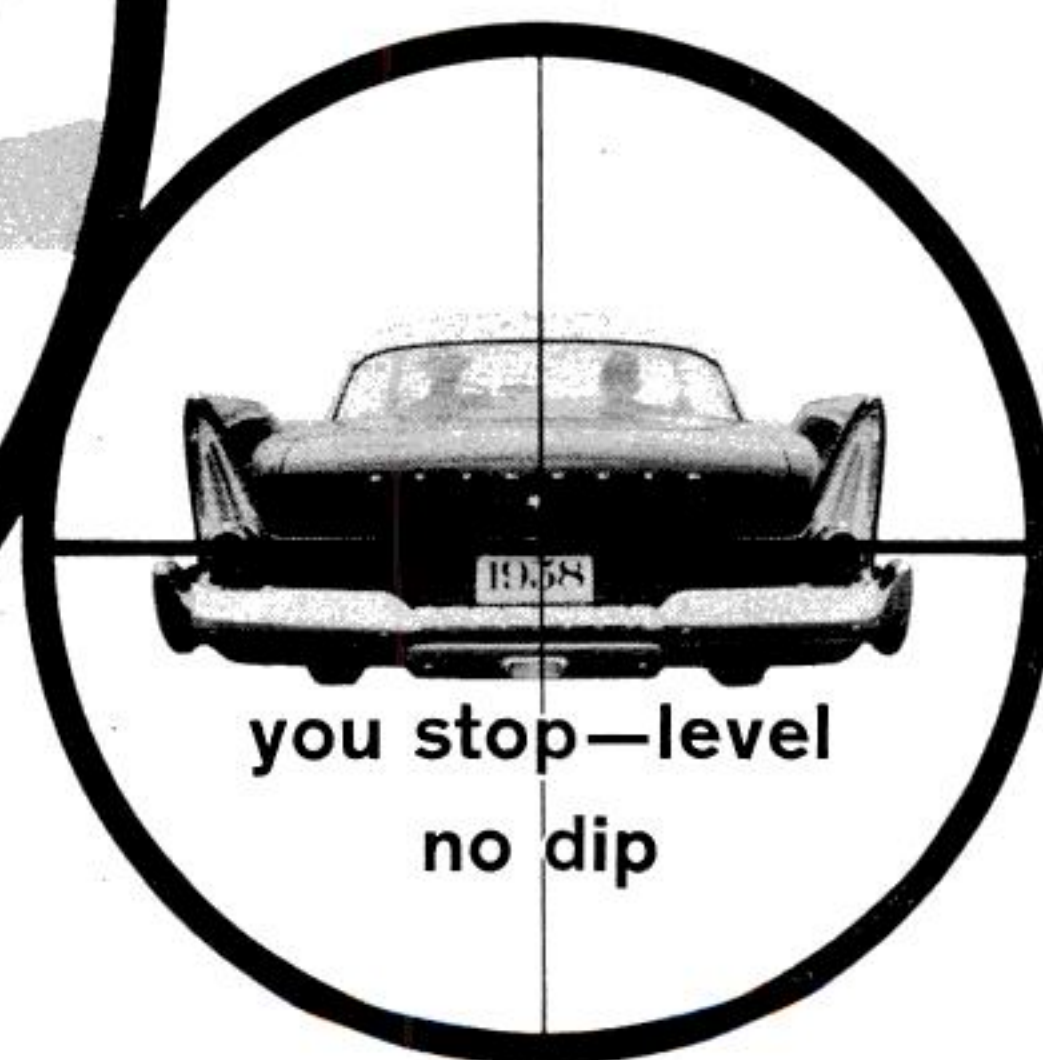
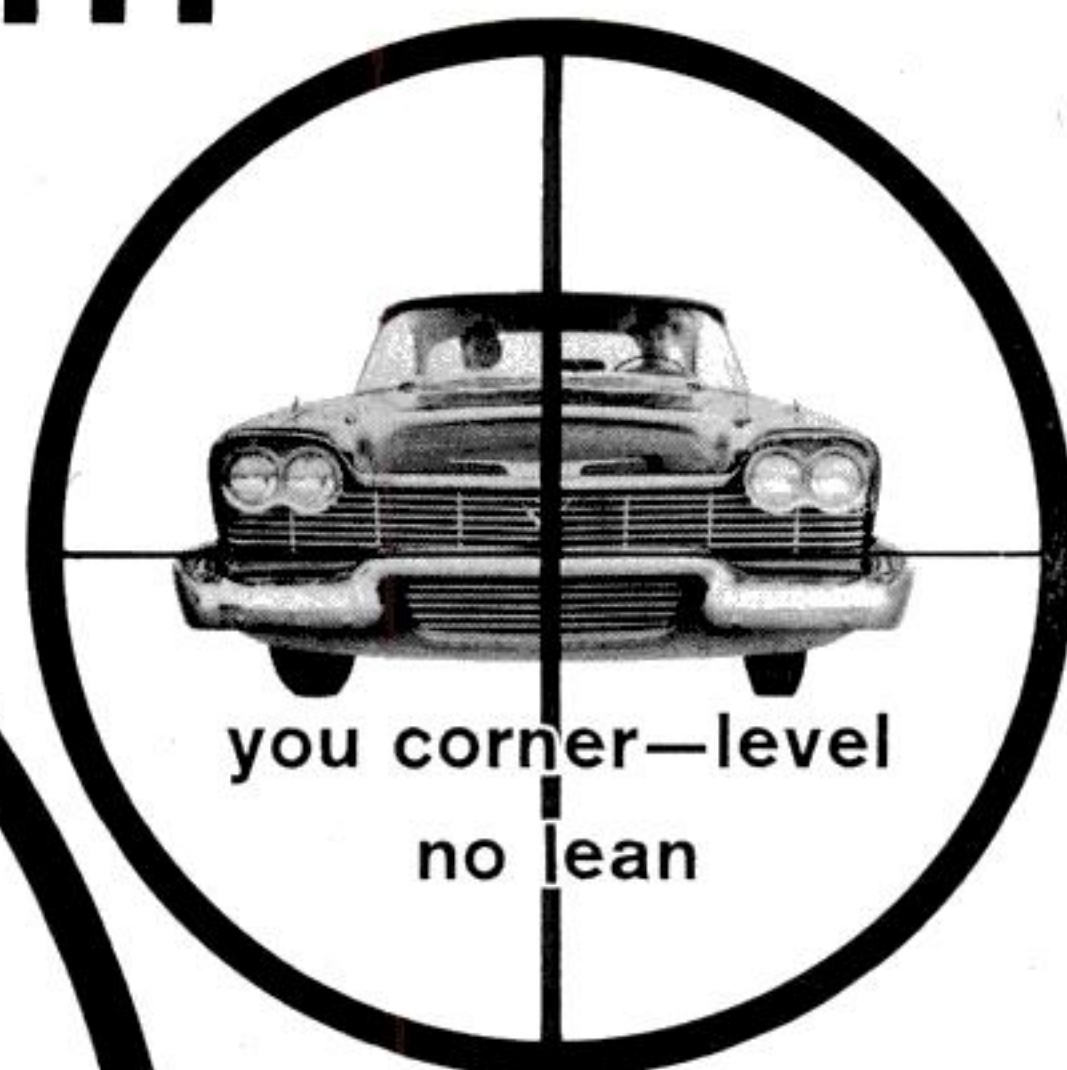
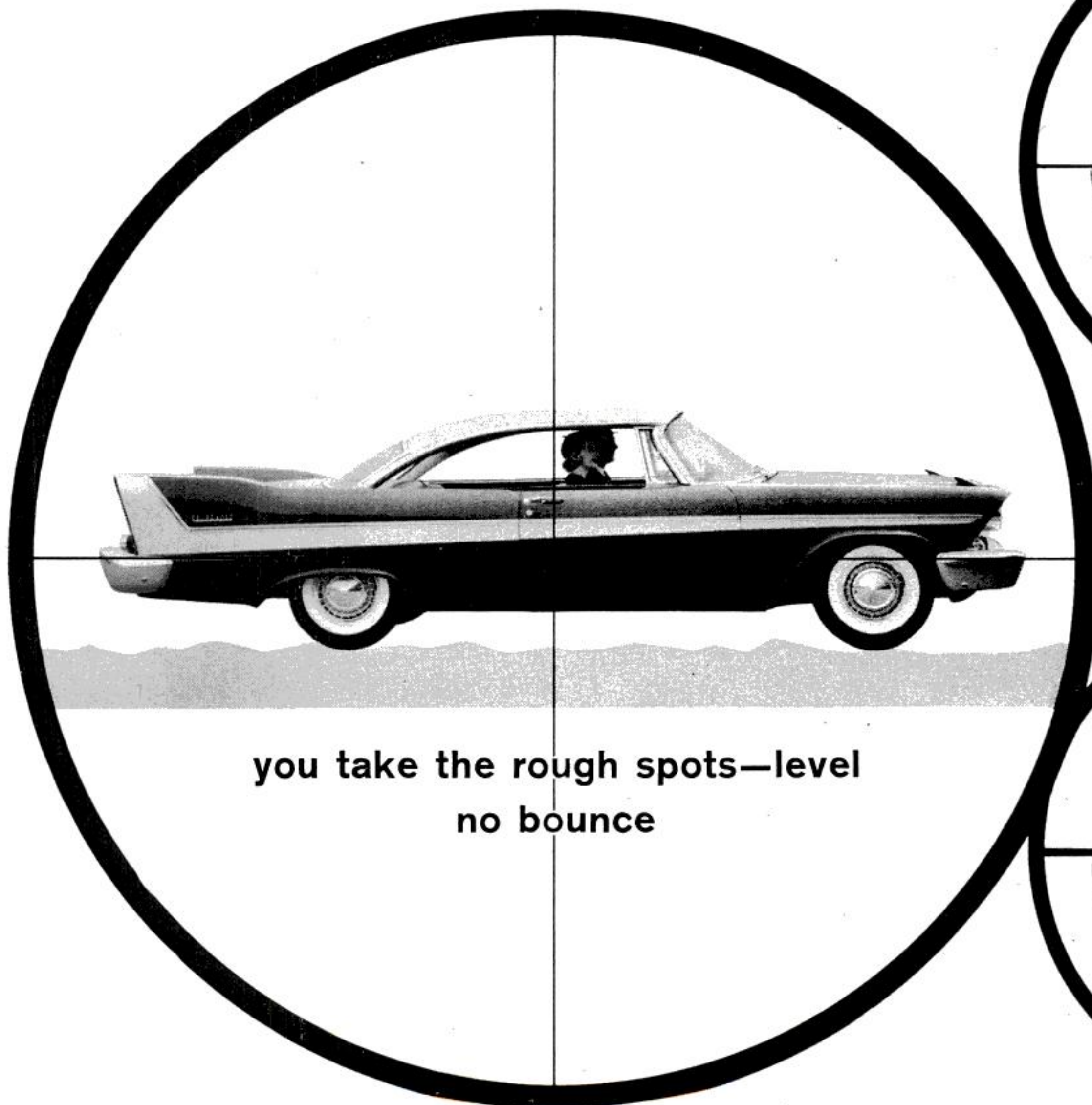
Finest expression of The Forward Look ➤

Copyrighted material



EXCLUSIVE WITH THE 5 CARS YOU'VE JUST SEEN:

# TORSION-AIRE RIDE....



---

**the only completely controlled suspension system—and at no extra cost!**

When you first drive a *Forward Look* car, you're in for the surprise—and ride—of your life. Such constant, utter control you've never experienced before. From the moment you take off, you're the boss. Bumps . . . curves . . . quick-stops . . . all are ironed out, as you experience a degree of riding comfort unmatched by any other cars on the road.

What is Torsion-Aire? It's more than just new springs. It's a scientifically balanced total levelling system. Torsion-bars . . . shock absorbers . . . levelizer rear springs . . . super-cushion tires . . . smaller wheels . . . ball joints . . . rubber insulation . . . all combine to give you the only truly new way of cradling your car, and you!

Torsion-Aire has been tested by over a million owners . . . proved by billions of driving miles. Torsion-Aire helps make possible the striking and popular low silhouette of The *Forward Look*. There's generous, new, leg-sprawling roominess, too. And—most importantly—it's all yours to enjoy AT NO EXTRA COST!

For '58 . . . more than ever, **THE FORWARD LOOK** is the Advance Design

**CHRYSLER CORPORATION**

**PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL**





IN THE TOWN OF GAZIANTEP, A SYRIAN BORDER CONCENTRATION POINT FOR TURKISH EIGHTH CORPS, INFANTRYMEN ON MANEUVERS MARCH IN BATTLE DRESS

## READINESS ON TURKISH BORDER, SWEET TALK IN TURKISH EMBASSY

# A CRISIS IS COOLED OFF—FOR NOW

The threat of war weighed heavily on Western minds as last week began. Before the U.N. General Assembly was the inflammatory Russian charge that the U.S. had incited Turkey to attack Syria. The danger was most alarming because it has been a technique on the part of dictatorships to accuse others of planning the kind of aggression they plan themselves. Knowing the Syrian crisis had been made in the Kremlin, the U.S. was on record that it

would not abide an attack on its NATO ally, Turkey. The Turks denied everything and kept calm. But they were aware of Russia's penetration into Syria and kept a competently tough guard on their southern border, as shown by the exclusive pictures on these pages.

Suddenly the whole fanciful crisis abated, at least for the time being. In Moscow, Nikita Khrushchev chose a Turkish embassy reception as the occasion to announce that the danger

had lessened and that he was there as "a gesture of peace." In the U.N., Russia and Syria agreed to shelve the issue (p. 40).

Nobody knew whether the crisis had been cooled off by Turkish-American steadiness—or how soon a new one might come. A Turk sized it up: "When Khrushchev threatened to wipe us out, was there panic here? Of course not! So now the Russians are behaving better. Does this news excite us either? No, why should it?"

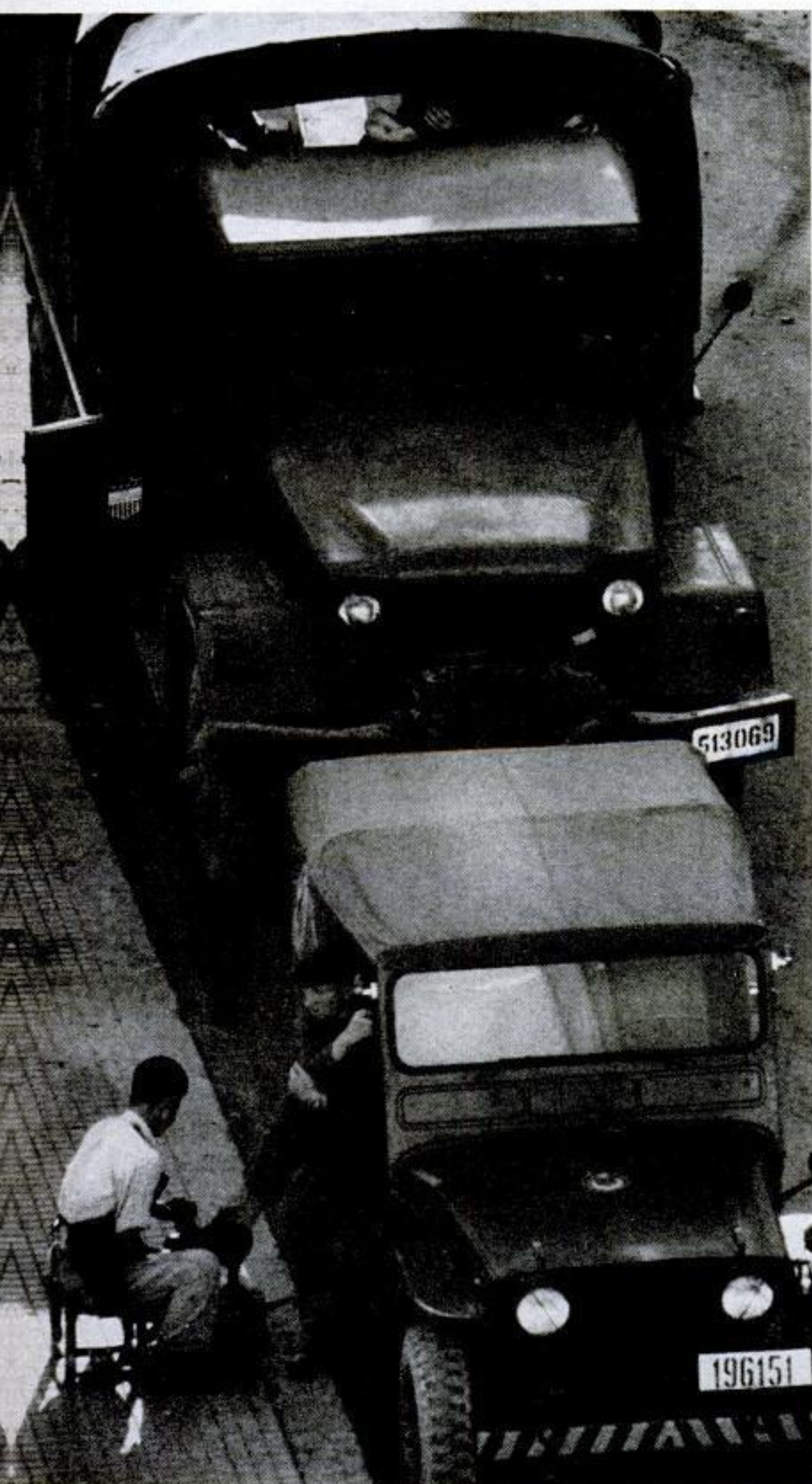
AT TURKISH EMBASSY KHRUSHCHEV LAUGHS WITH U. S. AMBASSADOR LLEWELLYN THOMPSON. AT HIS LEFT IS HOST, TURKISH AMBASSADOR KEMAL KAVUR







HEAVIEST CONCENTRATION OF TURKISH TROOPS IN THE BORDER AREA WAS A FORCE IN REGIMENTAL STRENGTH MANEUVERING NORTH OF ANTIOCH IN POSITION



SHINE FOR A SOLDIER is bought from Jeep seat on Iskenderun street, an hour by auto from border.

## A TOUCHY FRONTIER IS QUIETLY GUARDED

In Turkey's touchiest border area, across the mountains east of Iskenderun (*see map*), the Turks were standing a calm but businesslike watch. Taking what they called "precautions," they had moved an estimated 50,000 troops in since Syria's leftist army coup in August. The troops have remained, well back from the border but disposed to defend the roads leading toward Turkey's vital interior.

The border itself was utterly calm, and traffic was normal. But if border dispositions suggested no hint of impending attack, both they and the annual National Day parade of Turkish forces in Ankara (*next page*) indicated a calm willingness—and capacity—for defense.

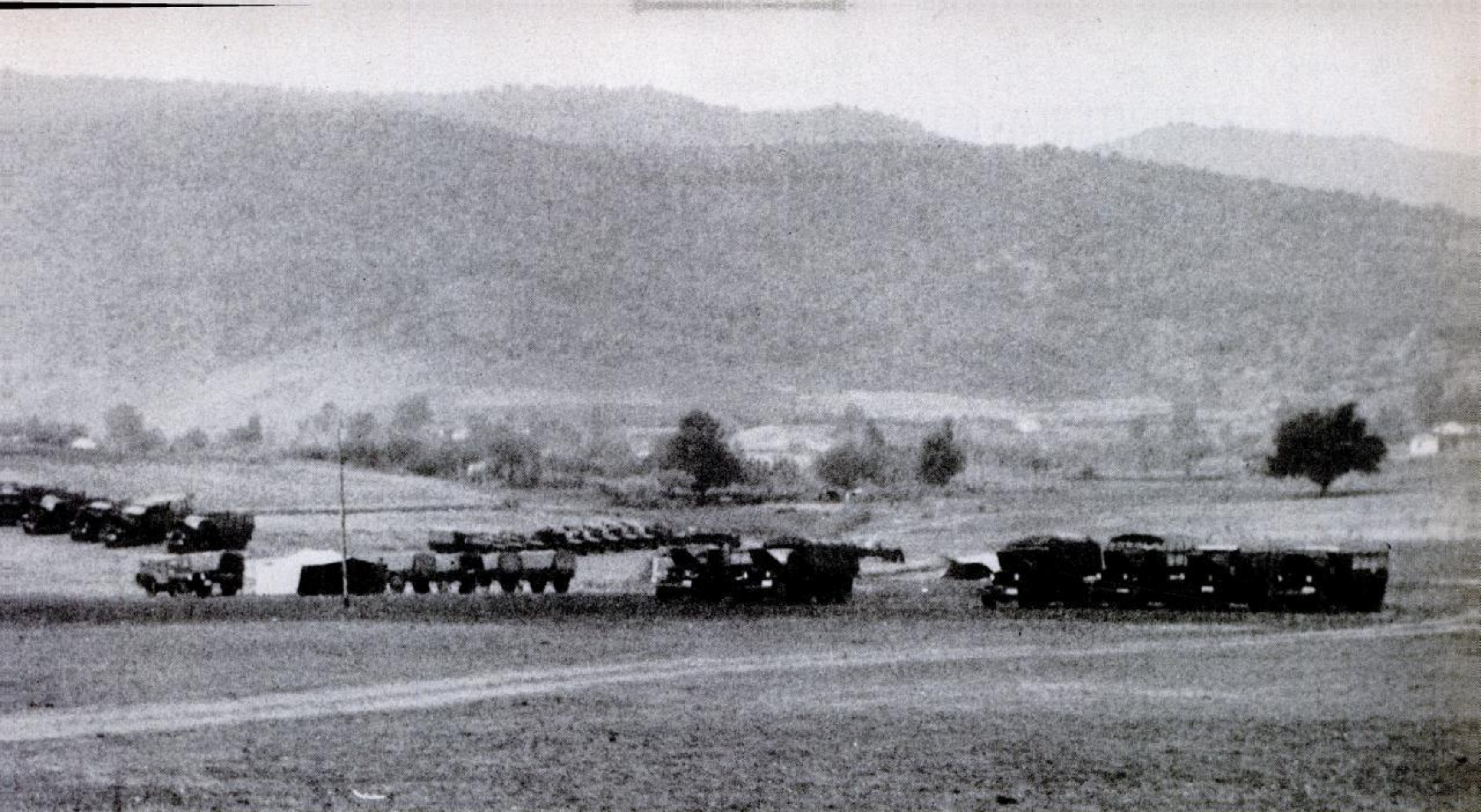


GUARDED BORDERS are indicated on map. White triangles are Turkish forces, black are the Syrians.



SOMNOLENT FRONTIER has guards at Turkish sentry boxes. Syria is three miles in the background.





TO DEFEND ROAD LEADING TO PORT OF ISKENDERUN. HERE A DETACHMENT OF THAT FORCE HAS SET UP A TRUCK PARK IN A FIELD, TENTS BY THE TREES BEHIND



**HARD-FACED RIDER**, with his gear cinched to the saddle, takes part in a parade → at a border area headquarters town. He belongs to forces stationed in Gaziantep.



CONTINUED



## AN UNFRIGHTENED ALLY MASSES ITS MUSCLE FOR A PEACEFUL BUT PRIDEFUL CELEBRATION



← **PAST GLORIES** of Turks are recalled by soldiers in uniform of Ottoman Empire of 500 years ago.



**MECHANIZED INFANTRY** in American-built troop carriers, rolls past Ankara reviewing stand in National Day parade. Combat dressed, with all equipment

modern except World War I style helmets, these troops belong to Turkey's 28th Infantry Division. Some of the trucks mount 50-caliber machine guns.

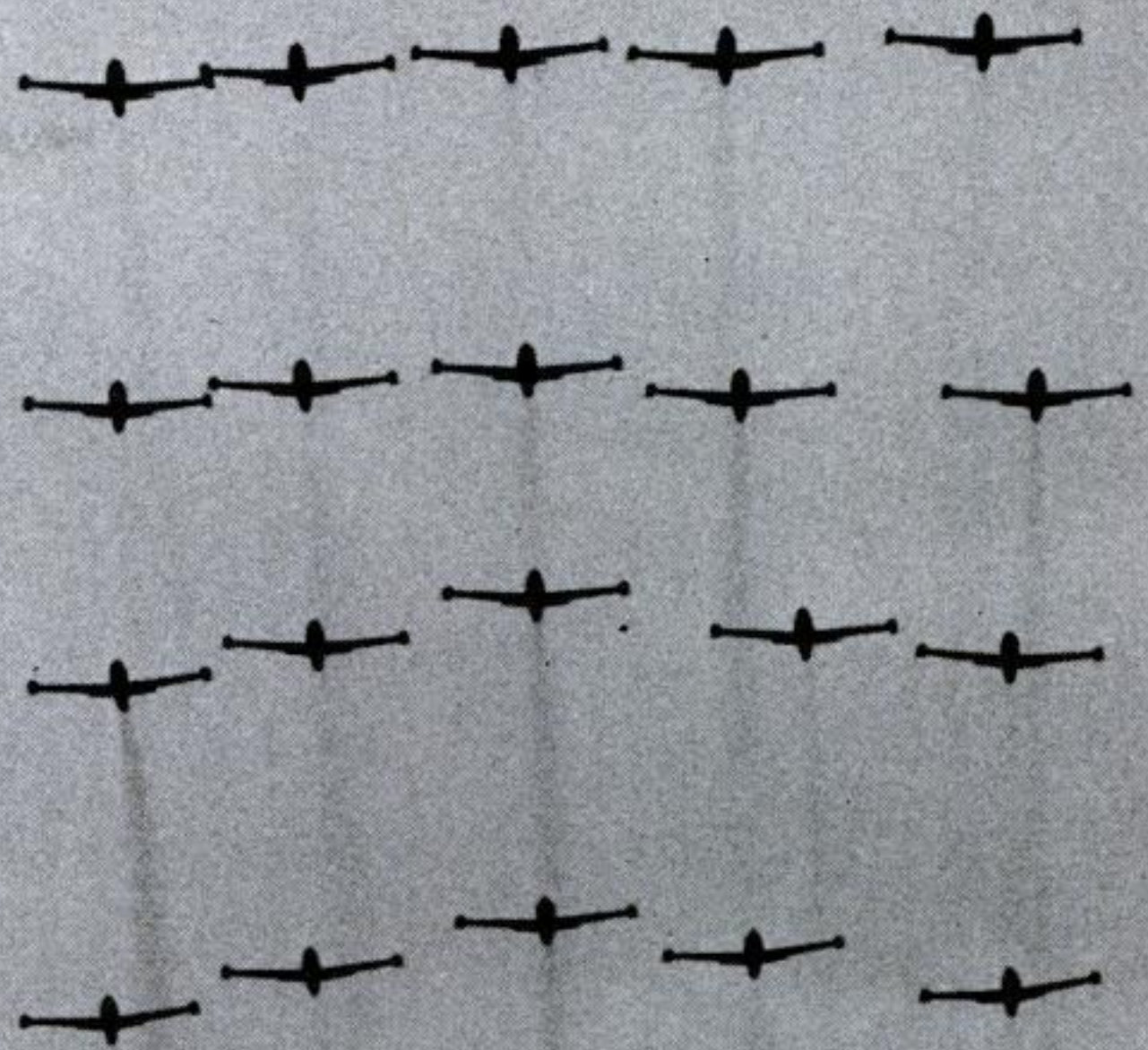




**ARMOR** moves in ponderous masses. These vehicles, escorted by Jeeps, are American-made M-47 medium tanks which carry a 90-mm cannon in the turret.



**AIRPOWER** makes a dramatic show as the Turkish air force sends two flights of 20 American-built F-84 jet fighters slashing by in tight wing-to-wing formation. ➔



CONTINUED



## U.N.'s HAPPIER LOOK



**SMILING SYRIAN**, Foreign Minister el-Bitar agreed to drop U.N. vote for border study but said danger remains.



**SMILING TURK**, Ambassador Selim Sarper was happy when U.N. suspended debate but said Turkey is still anxious.



**SMILING RUSSIAN**, Andrei Gromyko had no comment on outcome as he left U.N. with a rare expression—for him.



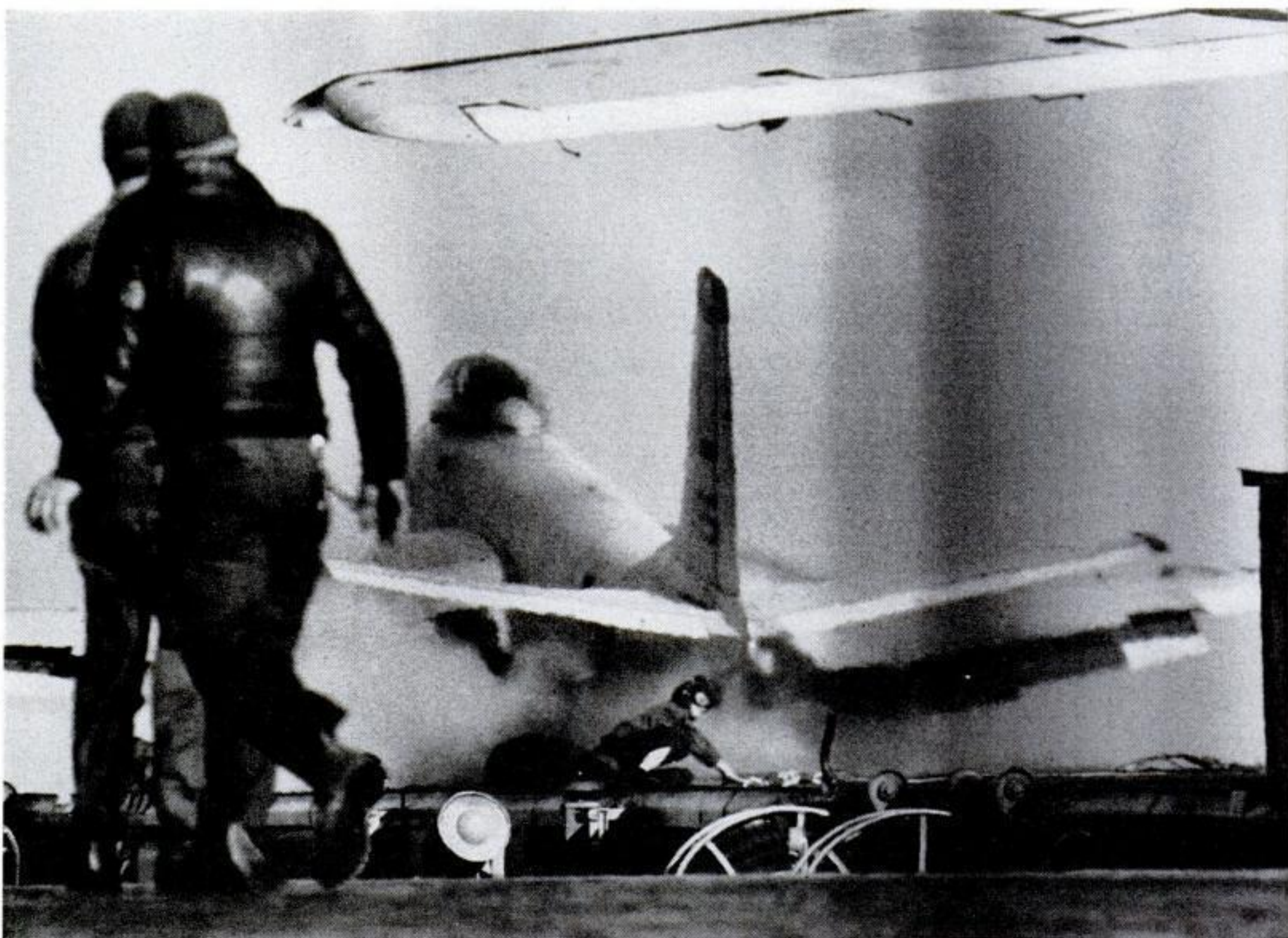
SEARCHING FOR SUBMARINES IN IONIAN SEA, HELICOPTERS FLY AHEAD OF MOTHER SHIP, THE U.S. CARRIER "LEYTE"

## NAVY SHOWS IT IS READY IF THREAT IS RENEWED

The angry words which had echoed through the U.N. during the Turkish-Syrian dispute were replaced last week by sighs and smiles of relief on all sides. Even the Soviet Foreign Minister, Andrei Gromyko, who almost never stops scowling, looked pleased as the crisis he had helped create began to cool off.

The smiles seemed genuine on both sides. But neither Russia nor the West was prepared to let down its guard. An army of Russian troops, training in the use of nuclear weapons, went on autumn maneuvers near the Turkish frontier—and the Soviets expanded

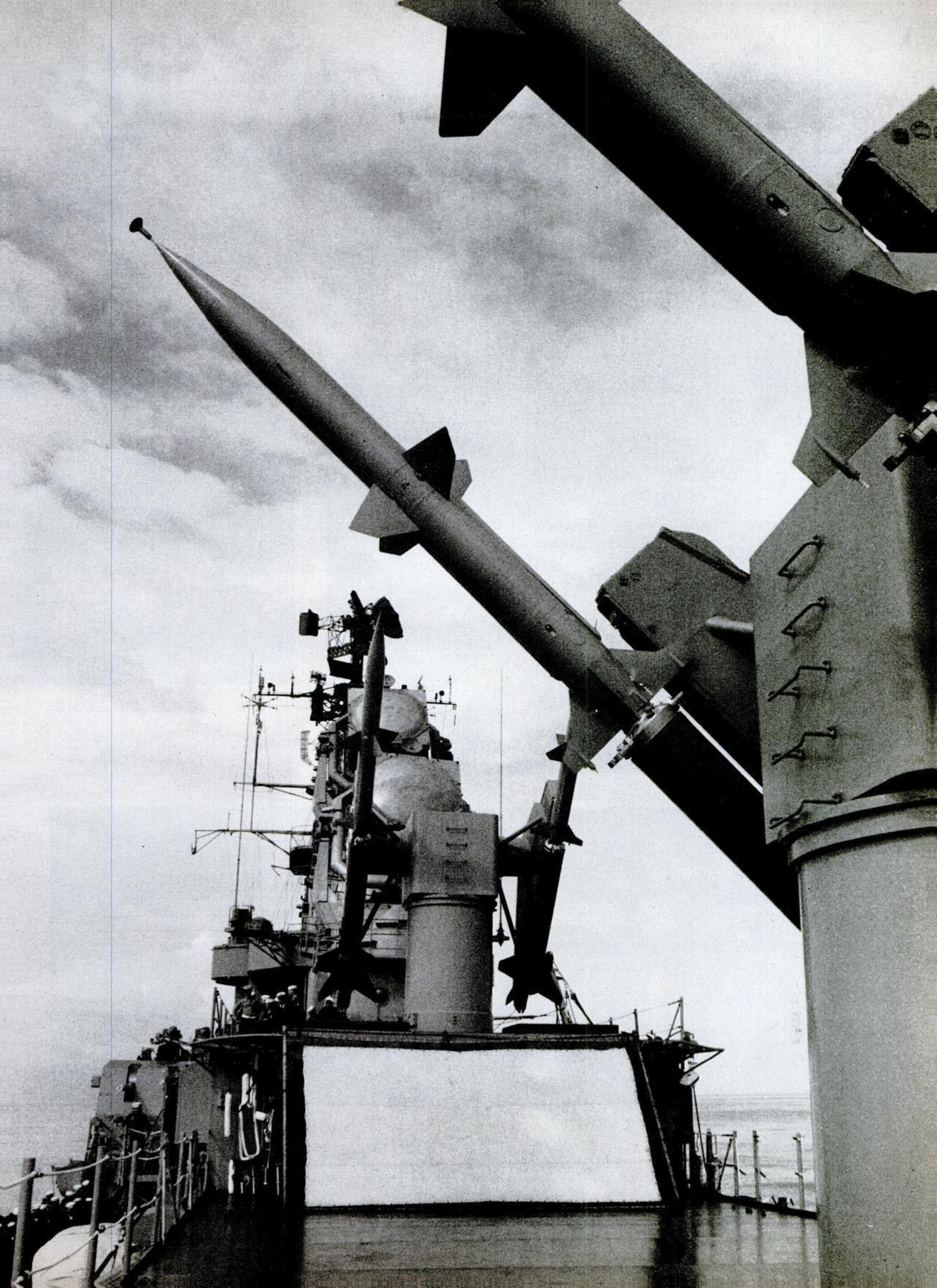
their lead in the race for outer space by launching a second Sputnik. But the powerful U.S. Sixth Fleet underlined its readiness to back up the U.S. commitment to defend Turkey by sending a task force on maneuvers into east Mediterranean waters. With squadrons of helicopters to seek out enemy submarines, carrier-based jets capable of carrying atomic bombs and a bristling array of missiles set to shoot down attacking planes, the fleet was showing the flag and all set to serve as a police force in the Middle East—just in case the smiles at the U.N. turned again into frowns.



**ABOUT TO TAKE OFF**, a Banshee fighter is enveloped by steam from carrier catapult as a crewman crouches behind it. Flight deck hands at left will prepare the next plane.

**TERRIER MISSILES**, which could intercept enemy aircraft, are aimed on missile cruiser *Canberra*. They can be launched in 8/10 of a second, travel twice speed of sound. →





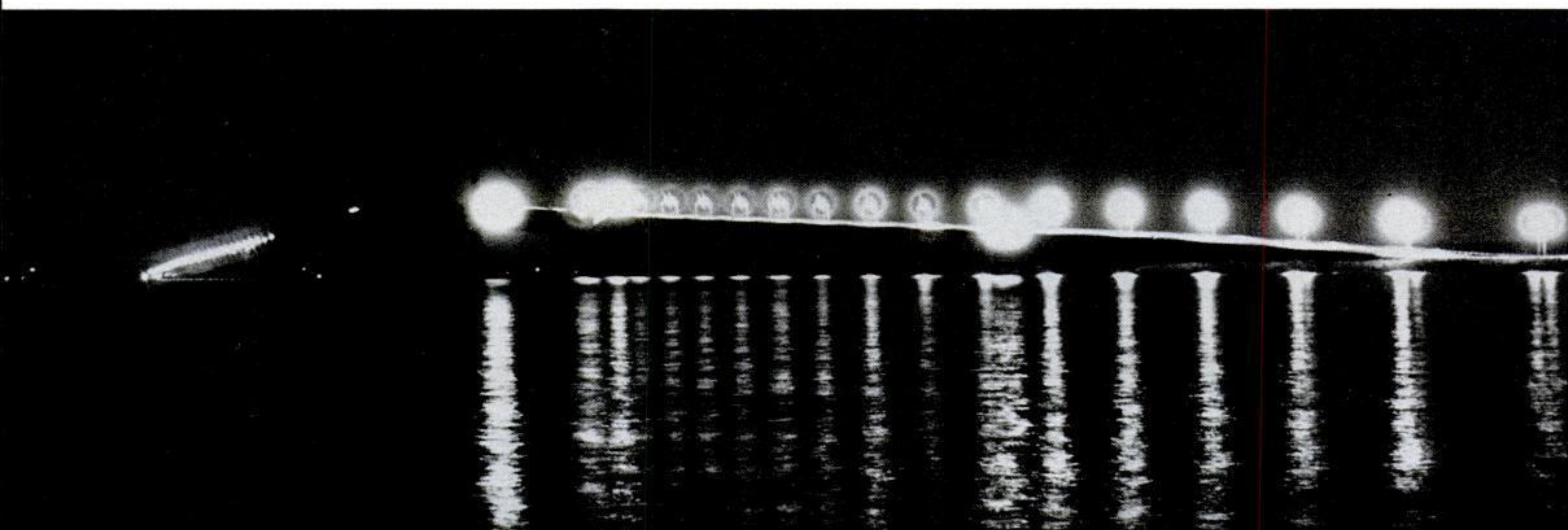


# A LOOK AT THE WORLD'S WEEK



## ← NEW YANGTZE CROSSING

Across the Yangtze River at Hankow came a formation of autos, many U.S.-made, massed for the opening of Communist China's longest (one mile) bridge, nearly four years in building.



## LONGEST BRIDGE LIGHTED

In Michigan the four-lane Mackinac Bridge, longest and most expensive (\$100 million) in the world, was lit up along its five-mile span the night before its opening. The bridge, which took three and a half years to build, joins the state's industrial lower peninsula to its scenic Upper Peninsula.

## MAMIE IN A BEAVER GIFT →

Washington, aroused by a State Department official's acceptance of a \$3,000 car from King Saud, buzzed about another gift: an \$1,800 beaver coat for Mrs. Eisenhower from Maine trappers Jasper Haynes (*left*) and Archie Clark, who hoped it would help Maine's slumping beaver trade.

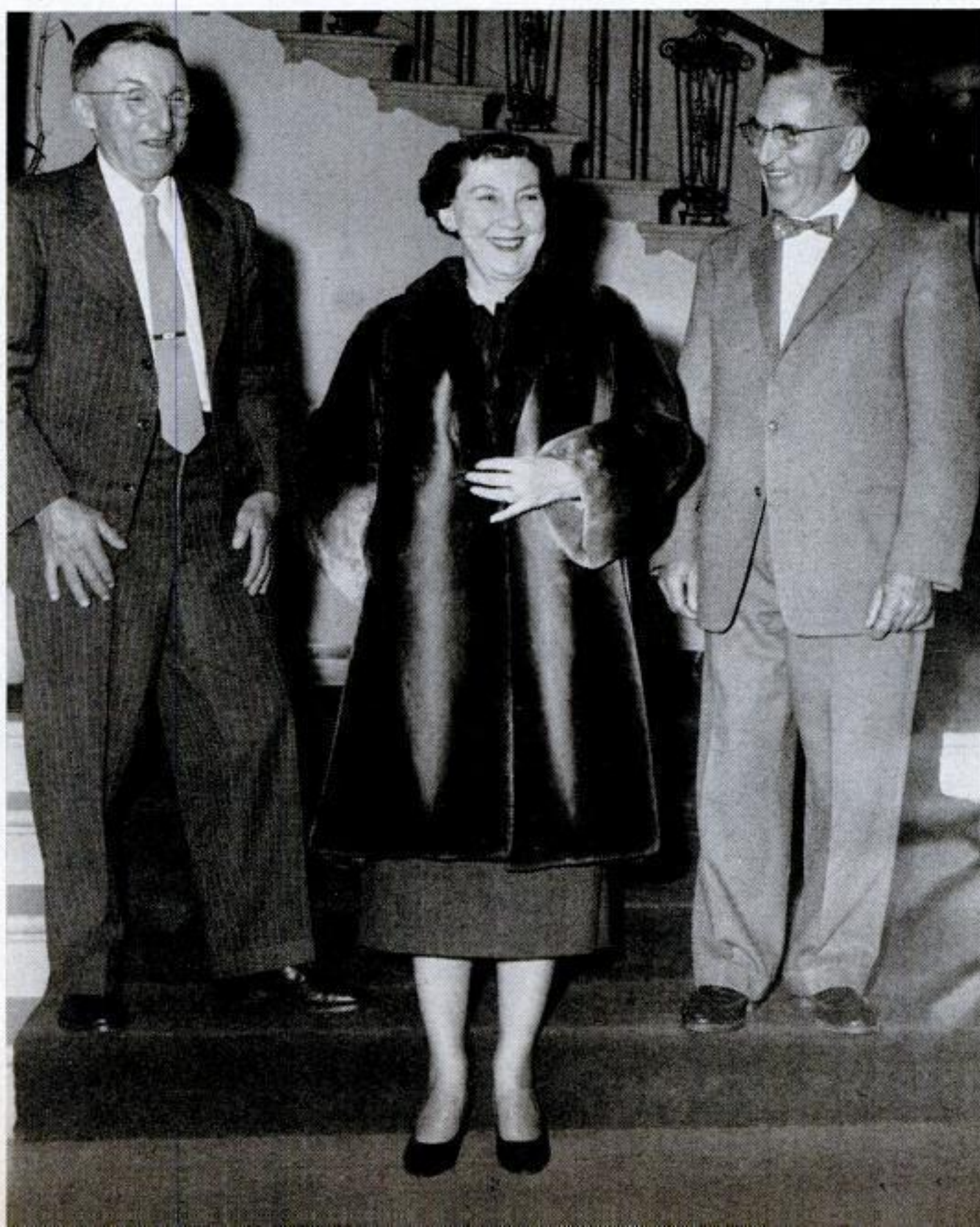




### WOUNDED PRIME MINISTER AFTER GRENADE ATTACK

In Jerusalem, Israel's Prime Minister Ben-Gurion, 71, was in a hospital, where a piece of shrapnel was removed from his leg. The day before, a deranged youth had hurled a grenade at the cabinet ministers' table in the Knesset (parliament). Four other ministers were injured, one

seriously. Ben-Gurion, struck in the arm and leg, was able to walk out. The operation on his leg was not expected to keep the doughty prime minister—who will be the subject of a Robert Coughlan article in next week's LIFE—from helping Israel celebrate her 10th anniversary late this month.



### SUFFERER IN PRESSURE-CURER

After a 165-foot dive in the St. Lawrence, Edward Cwick came up with the bends. With no compression chamber available, he flew to New York, was put in a high-altitude suit by Mitchel Air Force Base doctors, who raised the pressure to 30 pounds, then eased it off to bring him around.

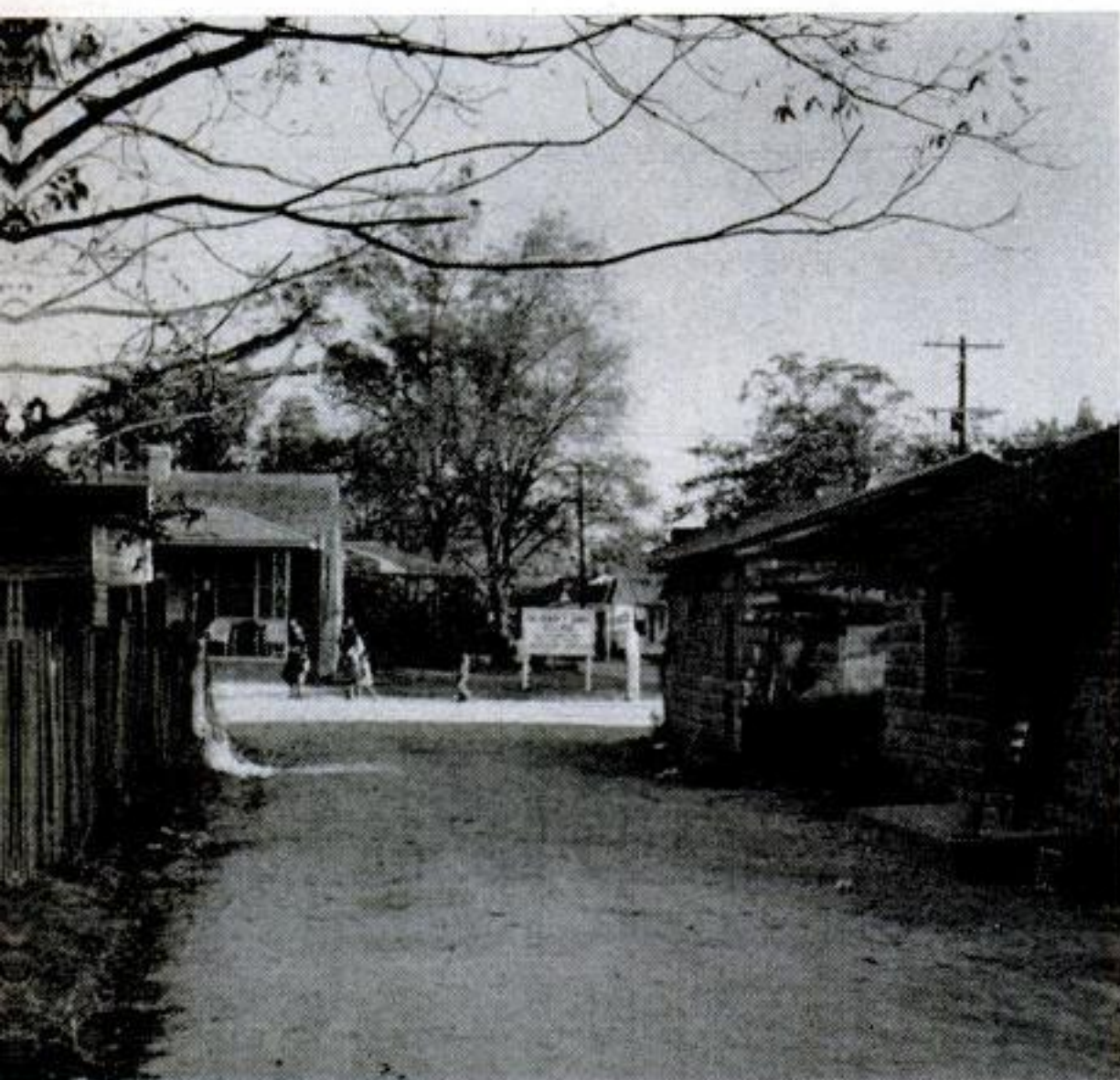




**FOUNDATION FOUNDERS** Alpha Fowler Jr. (left) and Alan Kemper, Georgia's welfare director, study some of the 50 applications received from Negroes.



**RECRUITER** Sheriff Carlus Gay of Laurens County, Ga. is seeking Negro applicants for the foundation's project. He is looking in Dublin, county seat.



**RECRUITING AREA** for Sheriff Gay includes the shacks of Hightower Street, in Negro part of Dublin. Foundation wants families with lots of children.



**CENTER OF MYSTERY** is house put on market by widow. Mysterious buyer made \$2,500 deposit on \$57,500 price. G.O.P. spokesman said that if Negroes

moved in Vice President Nixon might well help unload the moving van. Brownell, now resigned as Attorney General, has his house on sale for \$80,000.





**OUTSPOKEN CLERGYMEN** of Atlanta, instrumental in issuance of declaration of Christian principles, are (*front row, from left*): Dr. Monroe F. Swilley Jr., Dr. Harry A. Fifield, Dr. Herman L. Turner, Rev. Milton L. Wood. In back are

Dr. Charles L. Allen, Rev. Harrison McMains, Dr. Dow Kirkpatrick, Rev. Robert E. Lee. Declaration was first conceived by Alabama-born Dr. Turner, minister of Covenant Presbyterian Church. The 80 ministers who have signed it are all white.

## THE TROUBLEMAKERS AND THE PEACEMAKERS

**As some Georgians plan to embarrass the North's integrationists, others call for Christian fellowship**

The U.S. South last week showed its worst and its best face on the integration issue—and both faces appeared in Atlanta. There the rumor got around that the American Resettlement Foundation, whose avowed goal is to buy northern houses in expensive sections and fill them with Negroes, had acquired a house in a Washington neighborhood (*opposite page*) where Vice President Nixon and former Attorney General Brownell live. Although the foundation denied it tried to buy the specific house, it did confirm it was buying a northern house whose location "will give one of the country's leading exponents of integration a chance to practice some of the 'mixing' he has been preaching to the people of Georgia."

But even as the foundation was noisily trying to recruit occupants for its houses, some 80 Atlanta ministers published a declaration of working Christian principles that may prove a landmark in southern history. In a state whose leaders have vowed to fight the Supreme Court's school decision to the bitter end, the ministers made this bold challenge: "Resorts to violence and to economic reprisals as a means to avoid the granting of legal rights to other citizens are never justified. . . . We believe that the sentiments which we express are shared by a multitude of our fellow citizens . . . who know that hatred, defiance and violence are not the answer to our problems, but who have been without a voice and have found no way to make their influence effective. . . . To suggest that a recognition of the rights of Negroes to the full privileges of American citizenship . . . would inevitably result in intermarriage is to cast as serious and unjustified an aspersion upon the white race as upon the Negro race."

Ending it there, the ministers called on responsible leaders of both races to work together toward solving the South's pre-eminent problem: how to provide equal rights and yet "maintain the integrity of both races upon a basis of mutual esteem and of free choice rather than of force."



**PLEASANTRIES IN PLEASANTON**, Texas, occur as Tim Winters (*left*) meets new schoolmates. Under Texas law no school district may integrate without popular vote first. Pleasanton voted to integrate rather than build new Negro school.



Events beyond the reach of U.S. foreign policy—the rise of Sputnik, the fall of Zhukov—should not distract us from opportunities for progress against Communism that lie under our nose. One such is Poland. We advanced \$95 million in economic aid to Poland last spring; last week negotiations started in Washington for a follow-up sum. It represents a real chance for us to foster a measure of genuine freedom behind the Iron Curtain.

In considering this proposition the worst mistake we could make is to dismiss Poland routinely as just another Communist country; the next worse, to confuse Gomulka's brand of "national Communism" with Tito's. Tito, because of his 1948 break with Stalin, is thought of as the original patentee of this interesting Marxist deviation; and now that he is moving back into the Moscow camp, notably by his recognition of East Germany, he is giving the whole movement a bad name. The \$1.5 billion with which the U.S. has shored up Yugoslavia's independence for eight years could be money thrown away. But if that aid should now be turned off, it does not follow that Poland should also be spurned. There are a lot of differences between Tito and Gomulka—most of them to Gomulka's advantage.

Both Yugoslavia and Poland have breached Soviet orthodoxy by decollectivizing farms and giving workers some control of industry. Both have largely disarmed and reduced their secret police. But Tito's principal ideological critic, Milovan Djilas, is serving a seven-year jail sentence, after a rigged trial, for "hostile propaganda." Gomulka's principal critics,

like the former editor of *Po Prostu* Elegiusz Lasota and the Philosopher Leszek Kolakowski, have been censured in the government press on ideological grounds, and *Po Prostu* was suppressed. But the critics themselves are at liberty and Lasota remains a deputy in Poland's parliament.

Yugoslavia's leading churchman, Aloysius Cardinal Stepinac, is still confined to his village, and his fellow priests, Orthodox and Catholic, are rigidly watched. Poland's primate, Stefan Cardinal Wyszynski, was freed from confinement by Gomulka. He is now presiding over a rebirth of religious feeling and religious education unprecedented in Poland's modern history. He shares the real power with Gomulka in what is no longer a totalitarian but a bi-authoritarian state.

Gomulka, like Tito, is a dedicated old-line Communist, and no emergent Jeffersonian. Moreover, Poland's immutable geography gives Gomulka far less leeway than Tito enjoys in military and foreign policy. But where Tito is interested primarily in his own power, Gomulka is interested primarily in Poland's independence. Gomulka, unlike Tito, has a stubborn streak of decency in him—unique in the Communist world. On principle, he has never taken personal vengeance on the Stalinists who kept him in jail for four years.

Gomulka's big task is to bolster Poland's new internal freedom with real economic improvement. His economy was literally wrecked by 12 years of Russian colonization. The Poles want to keep their new limited independence, but they can't keep it without initial help. The Polish aid mission deserves Washington's and the public's support.

## FAREWELL TO THE BATTLESHIP

The U.S.S. *Wisconsin*, 45,000 tons and nine 16-inch guns, is leaving the active rolls of the Navy this week, as her sister, the *Iowa*, did last fortnight. They are the last. For the first time in 60 years, the U.S. Navy has not a single battleship at sea. Nor will it ever build another. The whole BB category has been stricken from the roster. The era is over.

It took us a long time to get into that era, and a long time to get out. But during most of those 60 years, the battleship was the number one weapon of our Navy, and the Navy was therefore the one service whose chief role was always to attack.

That's why we were slow to take up battleships: many Americans thought them wicked. The great U.S. naval tradition of the frigate era had died down, after the Civil War, to a skittish preoccupation with coast defense. The only reason we kept a few monitors in service was for fear of what other navies, notably Chile's, which lambasted Callao in 1880, might do to our ports. Our first battleships (1890) had to call themselves "seagoing coastline battleships" to win appropriations. Then came Admiral Mahan, Theodore Roosevelt, and the Spanish War when Cervera's fleet crossed the Atlantic and panicked coast dwellers from Portland to Jekyll Island. "Heavy battleships are what we need," said T.R.; and by 1907 he had enough of them to send the Great White Fleet on the first successful round-the-world cruise.

For a decade we were proud to be listed in Jane's as second only to Britain in naval strength. Firepower was our specialty; the *South Carolina* and *Michigan*, laid down in 1906, even anticipated the epochal H.M.S. *Dreadnaught* in broadside impact. When Germany and Japan entered the contest, we resolved to be second to none, and soon drew abreast of Britain. The battleship evolved from 10,000 to 45,000 tons, and from a floating fortress to a maze of massive technology, but it remained our Navy's chief reliance and backbone,

because no other weapon could deliver so much destructive power so far from home.

Nor has our nation ever had a more awesome symbol of proud, ranging strength. That is why it took us so long to get out of the battleship era. Pride glued the blackshoe men who ran the Navy to the teakwood decks. A battlegun can light a city. It can still carry more men, more oil, more atomic bombs than a lot of lesser ships, and plenty of Navy men are sure the battleship will come back for one purpose or another. As late as 1952, the *Iowa* and *Wisconsin* were landing shells 20 miles into the Korean coast. But they had lost the precious power of self-defense.

Even before Billy Mitchell's test pilots sank a couple in 1921, Admiral Sims, on the basis of World War I experience, was saying that in another conflict we would have to shelter our dreadnaughts in the Mississippi. The *Prince of Wales* and *Repulse* were sunk at sea in 1941 for lack of air cover; so was the *Bismarck*; the battleships that survived World War II never left port unprotected. Other weapons and delivery systems learned to do everything the battleship could, only cheaper. Its \$100 million cost was for a single purpose—BOOM!—and a \$600,000 B-29 called *Enola Gay* topped that.

So now our lead ship becomes the flattop—that huge hybrid sea insect, with all its strength in its hundred whining feelers, each with its own brain and sting many miles from the ship's canted deck and cloven heart. The battleship was all of a piece, one heart, one purpose, one boss. No doubt it held the Navy's affection too long, but there is this worth remembering about it. All its life, until Pearl Harbor, the battleship kept war far from American shores. With its British aunts and sisters, it patrolled the world. Its role was extensive and offensive; it declared the universality of American interests and the indivisibility of peace. Whatever inherits its role—bomber, missile or satellite—must do no less.





# NEW! ITALIAN-STYLE SPAGHETTI WITH 6 MEATBALLS

Now a magnificent Italian-style main dish! You get not 2, not 4, but 6 beefy meatballs,  
a fine and fancy sauce, and our own superb spaghetti.

About 13¢ a serving—so tonight let 'em eat all they want!

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS



# FRANCO- AMERICAN



*GET SATISFYING FLAVOR...*

# *SO FRIENDLY TO YOUR TASTE!*

Pall Mall's greater length  
filters the smoke  
—does not filter out  
the Pall Mall flavor!

- 1** DON'T GIVE UP FLAVOR  
TO GET MILDNESS.
- 2** FOR FLAVOR AND MILDNESS  
FINE TOBACCO FILTERS BEST.
- 3** PALL MALL TOBACCOS  
ARE THE FINEST QUALITY  
MONEY CAN BUY.



*Outstanding... and they are Mild!*





YOU  
CAN  
LIGHT  
EITHER  
END!





*Four Roses in the beautiful quart crystal decanter at regular quart price.*

## Give "Roses" in crystal this Christmas

Now the incomparable flavor of Four Roses is presented in a beautiful quart gift decanter.

Four Roses in the rich crystalline decanter is all amber and sparkling lights . . . truly the loveliest sight a pair of thirsty eyes ever lighted on. And the

whiskey inside is without equal in this world. Mellow. Rich. Satin smooth. A full quart of perfection in an elegant quilted carton.

Give Four Roses in crystal this Christmas and it will be the most beautiful and welcome gift of all.

*Christmas-time is* **FOUR ROSES** *time*





# A SAFARI IN THE CATSKILLS IN SEARCH OF SIAM

A great 12-day hunt in the bush ends with an elephant in hand

by LOUDON S. WAINWRIGHT

**L**AST week in the Catskill Mountains, 125 miles north of New York City, the most unlikely animal hunt in U.S. history came to a successful—and hilarious—conclusion. For 12 fruitless days, as early snow glistened Kilimanjaro-like on the tops of the surrounding 3,000-foot peaks, a ragtag band on a weird safari had stumbled around Greene County. Headed by a steel-nerved circus performer, guided by a dauntless pilot in a Piper Cub and counseled by a mustachioed big-game hunter who yearned for the jungle convenience of native



**GUILTY HORSE**, a mare named Dusty, frightened Siam away from creek by darting toward her.

beaters, the safari finally cornered and captured an escaped cow elephant named Siam who had been flitting ponderously over the countryside.

Though barely more than a girl by pachyderm standards, Siam, just past 13, stands 7½ feet high at the shoulder and weighs well over two tons. In spite of her bulk she can lope along at an earth-shuddering 20 mph and, used to perching on tubs in a circus ring, she can corner and wheel far better than, say, a Volkswagen, which she could overturn with an idle kick. As she stomped along the chilly Catskill ridges, ripping huge roots out of the ground to satisfy her rumbling herbivorous hunger, effortlessly blunting and breaking barbed wire fences with her leathery shins, startling deer from their watering holes and wafting her high, strange aroma downwind toward bawling herds of dairy cattle, Siam became an overnight legend in a region whose myths have heretofore involved only spirits who made thunder by bowling in the mountains.

Before she escaped, Siam, along with two smaller elephants named Bombay and Delhi,

was resting between circus engagements on a farm in Windham, N.Y. The farm is owned by the parents of Mrs. Joyce Vidbel, an attractive 25-year-old blonde who, together with Siam, performs a center ring trick called "the leg in the mouth and carry." In this act Siam takes Mrs. Vidbel's leg in her mouth and shuffles around the board circle. Joyce Vidbel's husband, Alfred, a short, slender and utterly fearless man of 30, is the elephants' trainer.

One evening three weeks ago Vidbel and a helper unchained the three elephants from the iron stakes to which they were tethered in a pasture and led them with rope halters and steel-headed bullhooks to a nearby creek for water. The animals, docile and drowsy after a day spent nibbling their way through six bales of hay, were quietly hosing themselves down when a horse, probably attracted by the gargantuan slurpings, galloped up to the group.

However well trained, most elephants have a tendency to become skittish when surprised. Among circus people such behavior is known as "blowing." And that is precisely what Siam and her companions did when the horse dashed toward them. They "blew" sky high, rearing, tearing the leads from their attendants' hands and bolting for the nearby woods. As the elephants dashed pulverizingly through the underbrush, Vidbel yelled for help and the farmhouse emptied. The Vidbels, their in-laws and even the children all dashed outside. As darkness fell, Delhi and Bombay were found walking daintily along a stone wall and were lured back to their chains. But Siam was gone, headed straight over the mountain behind the house. For the first time since her capture in an Asian jungle eight years ago, she was completely free.

Vidbel and his wife hunted Siam that night until they were exhausted. As leader of the elephant threesome, she was the most necessary performer in the group. Without her the circus would lose an act valued at \$12,000. The Vidbels were also emotionally attached to Siam, who, much like a family dog, had developed a personality all her own. "She must be lonely. She liked the others," Mrs. Vidbel remembered almost tearfully during the search. "She never hit nobody in her life."

## A happy band of volunteers

**I**N a party-line neighborhood where everybody knows the next morning who did what last night, it is hard to suppress a story about an escaped elephant. Neighbors called, anxious to help if they could. Newspapers got wind of the disappearance. The state police and the forest rangers were notified. Soon the valleys and hillsides, whose gray, stripped trees and boulders provided the best possible camouflage for Siam, swarmed with volunteers. Although virtually none of them had the slightest notion of what



**AS A STAR** Siam paraded in circus with co-performer Joyce Vidbel in "leg in the mouth and carry."

one does when one comes hard upon a nervous elephant; they all hallooed cheerfully through the woods, singly and in groups, much as if they were on a paper chase. Even schoolchildren, released from their classes at the end of the day, raced to the hills to take part in the great elephant hunt.

Though nobody saw Siam that day or the day after, Vidbel deployed the most able-bodied of his volunteers in a ragged skirmish line across the hills. Searching overhead in a single-engine Piper Cub, a volunteer pilot named Virgil Phinney Jr. worked back and forth at perilously low altitude.

If his skirmishers succeeded in cornering Siam, Vidbel, armed with a bullhook and a length of rope, intended to approach her, slip a noose over one of her great feet and lash the other end to the stoutest tree available. "If I

CONTINUED

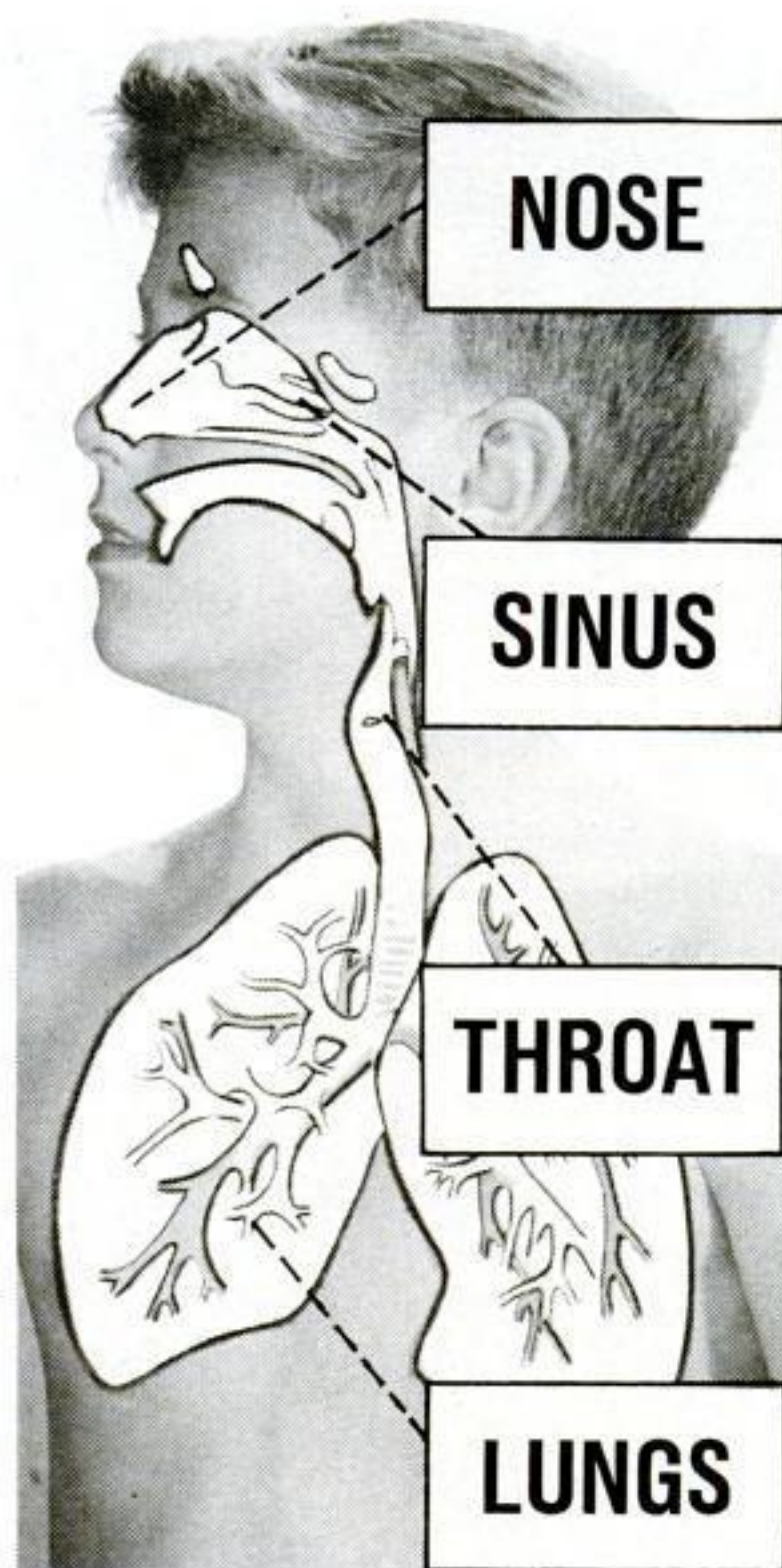


**BIG GAME WARNING** jokingly cautions motorists driving Windham highway on lookout for Siam.



# New! Instant- Acting Chest Rub

Speeds Relief Through



- CREATES MORE MEDICATED VAPORS, FASTER
- ACTION PENETRATES FASTER AND DEEPER
- GIVES UP TO 6 TIMES MORE CIRCULATION OVER THE AFFECTED AREAS

Now, from Anahist research comes a new wonder formula for chest-cold misery, called **SUPER ANAHIST INSTANT-ACTING CHEST RUB**. It speeds more medicated vapors faster through nose, sinus, throat, lungs . . . while its deeper penetration breaks up congestion . . . and increased blood circulation flushes away stagnant cold "poisons." Ask your doctor to tell you the difference.

© 1957, ANAHIST CO., INC.

**SUPER ANAHIST**  
Instant Acting  
**CHEST RUB**

A Remarkable Medical Development from  
Anahist Research Laboratories



**OLD ELEPHANT HAND** Hal Hennessey, who has hunted abroad, recommends pincers movement for Siam's capture.

## Catskill Safari CONTINUED

have to," he said, "I'll just catch her by the tail and pull." At the time this sounded like an idle boast.

The hunt naturally drew some rival experts. About the fourth day, three men appeared, describing themselves as zoological experts—respectively, an ape man, a kangaroo man and a lion man. By this time Vidbel had found some of Siam's tracks on a hillside and, wishing to check the experts' impressive if irrelevant credentials, pointed them out to the visitors. After studying the distinct tracks, the three authorities conferred briefly and then announced that Siam had been moving west. Judging from the position of the toes in the tracks, Vidbel knew that if Siam had been moving west, she would have been getting there backwards. He politely declined the experts' help. Someone suggested that Buster Crabbe, a former movie Tarzan and now the swimming instructor at a Catskill resort hotel, be summoned to yodel for Siam. Instead, a poignant appeal to her female instincts was made when a special sound effects recording was shipped from a radio station in nearby Schenectady. For hours the Catskill valley echoed with a violently amplified selection entitled



**QUARRY IS SIGHTED** in woods. The coil of rope is to be used to lash Siam's feet before fixing the chains.



**SPOTTED FROM THE AIR** Siam (arrow, right above) is startled by shadow (left) of search plane. To keep craft

"Indian Elephant (calling mate)." If Siam heard it, she remained steadfastly coy and demurely silent.

The varmint hunting season had opened, and hunters armed with .22 rifles were prowling the back roads. Fearful that one would take a potshot at Siam, Joyce Vidbel threatened suit against anyone who fired at the beast. But the shooters were reassuring. "If I was to run onto her," one of them said, "there'd be two of us lost."

Finally Pilot Phinney spotted Siam from the air. She was lying beside a stone wall in the sun. When she heard the plane, she got up and ran, a great gray shape galloping through the fields. An observer who saw her later that day reported, "She ain't movin' fast, but she's takin' awful big steps."

When Phinney spotted her again 15 minutes later, she had traveled three miles. This time she was under a tree, and Phinney swooped low and dropped a roll of toilet paper as a marker.

Vidbel and the posse, now numbering nearly 200, closed in, driving the elephant before them. The plan was to corner her in a field near the road which cut straight up the bottom of the valley. Siam, occasionally trumpeting irritably, seemed to be going along with the plan, but she made deviations of her own. At one point, apparently too tired to lift her feet over a fallen log, she turned, dropped into a sitting position and simply tobogganned down a steep hill, using her massive forefeet as brakes. "Looked like a bulldozer had went through there," said one awed farmer.

## A fearful dark shape

**A**S night came, the hunters, many of them armed with powerful flashlights, drove Siam slowly before them. The roads were blocked by patrolling troopers. In the field where Siam was supposed to be captured, other men with lights waited. Suddenly one of them picked up the great dark shape as it appeared in the puny circle of his light. "There she is," the man squawked. Then he flipped off his light, dashed for his car parked by the side of the road, jumped in and drove straight home.

Siam, bothered by the lights and perhaps tired of following the plan, simply veered away and crashed back into the woods.

In the days that followed Vidbel and the searchers found traces of her passing but never drew close. The mountain community accepted the presence of Siam, just as they had accepted the stories about the 500-pound black bear killed in the valley a few years earlier. Tourists drove slowly down the rural roads, peering hopefully up the slopes. Behind every boulder, in every thicket, an elephant dangerously lurked. It was Kenya come to the Catskills.

The weather grew colder and with the change Vidbel's anxiety increased. Siam would not be able





light in mountain air currents. Pilot Virgil Phinney carried only five gallons of gas, had to land every hour to refuel.

to live long in well-below-freezing temperatures.

A big-game hunter named Hal Hennesey appeared on the scene and offered his assistance. "This looks just like the Khasi hills in Assam," he said with stunning authority. "I've hunted elephant there, and once when I was hunting bongo in Uganda, a herd of elephant ran along ahead of our jeep for a distance of 150 miles. Never having hunted in the Catskills before, I'd say we need a drive—about a hundred men—and we should build a *keddah*, or corral, as it might be called." It was explained to Mr. Hennesey that such a drive would be useless until they could fix Siam's location. They could only guess that she was roaming somewhere in an area of 20 square miles.

Mr. Hennesey also brought a rifle and the huge .458 slugs it fired. "If it becomes necessary," he said, caressing the stock of the weapon, "this is the



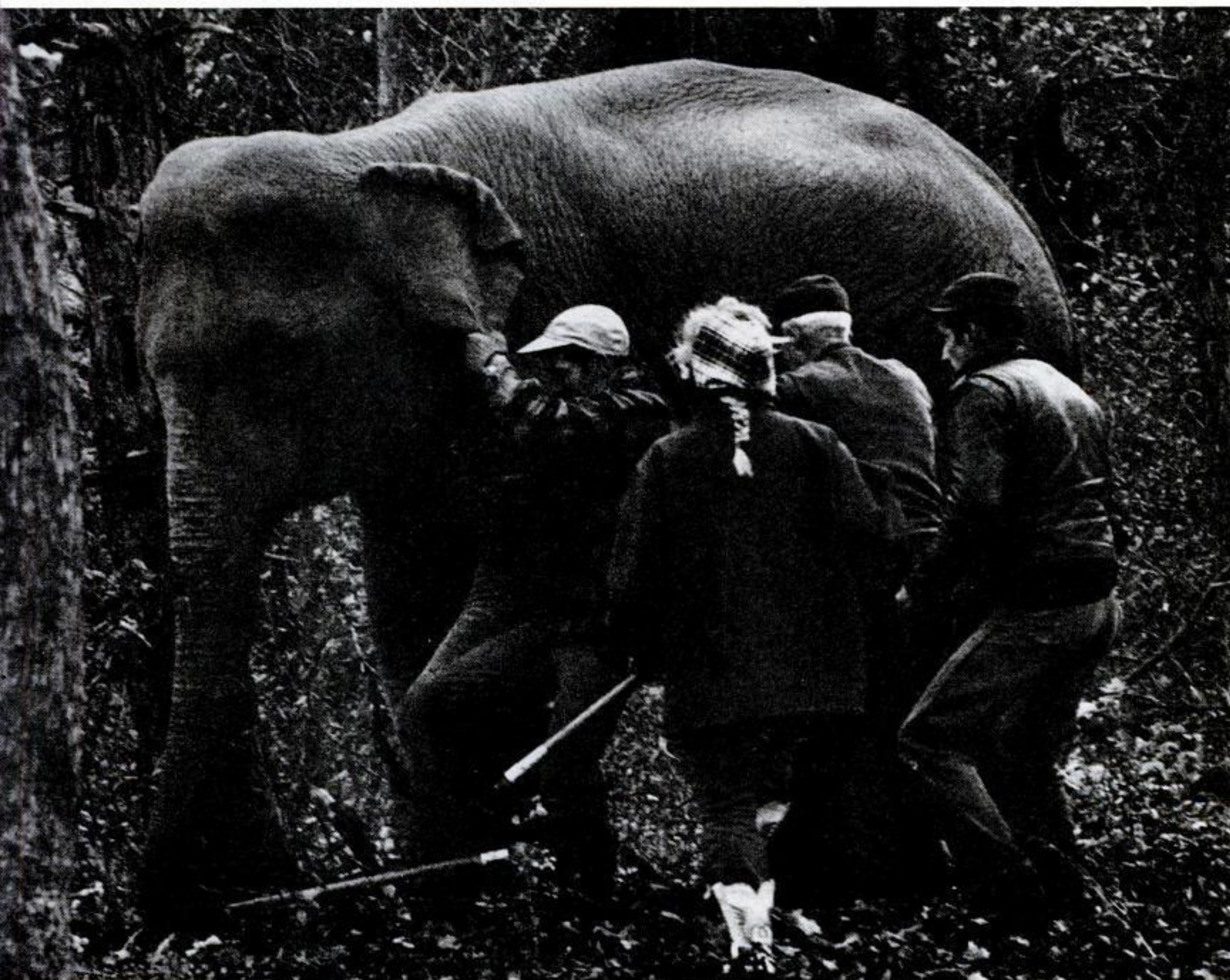
**GLUM TRAINER** Alfred Vidbel rests after a rainy day spent walking 22 miles in an unsuccessful search for Siam.

rifle for the job." An awed native in overalls asked how one shoots an elephant. "If she's coming toward you," Mr. Hennesey replied crisply from beneath his mustache, "stand your ground and shoot her right between the eyes, about the fourth wrinkle down." While the farmer closed his eyes and made a hasty wrinkle calculation, Mr. Hennesey continued, "Otherwise aim between the eye and the ear."

At midnight a motorist, driving along a deserted road 10 miles east of the area in which the hunt had centered, got the shock of his life. There, squarely pinned in the headlights in the middle of the road, stood Siam. When the startled motorist braked, the equally startled elephant bolted for the woods.

At about 4 that morning Contractor Guenther Ohm, his wife and their two sons were asleep in their small house near the Cairo highway. Ohm and his wife were awakened by repeated banging noises. "It

CONTINUED



**SEIZED BY THE EAR** on day of capture, Siam pulls Vidbel (left) through clearing as wife Joyce and helpers

try to stay her with bullhooks and rope. Finally Siam held still long enough for them to chain her to tree.

## EASY TO HAVE A WINE-TASTING



**LATEST FAD**—Invite your friends in, open California Sherry (*appetizer*); Burgundy and Sauternes (*dinner wines*); Port (*dessert wine*). Fill glasses, study beautiful colors, sniff aroma and bouquet of each wine, and . . .



**SIP** slowly. Treat your tastebuds! Compare wines, write down favorites. Munch crackers between sips. This easy entertainment is fun, tests your palate and memory, tells you which wines you'll love best for everyday use such as:



**COOKING!** Learn recipes like "Wine-Fried Chicken" (above). Send for our free Chicken & Turkey Recipe leaflet. Also new "Wine Drinks" leaflet with Holiday toddies, party ideas for young homemakers. So easy. Economical!

• ALWAYS ASK FOR

**the Wines of California**

WINE ADVISORY BOARD,  
717 Market Street, Dept. L-18  
San Francisco 3, California

Please send free "Wine Drinks" and  
"Chicken & Turkey" leaflet to:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_







**FIGHTING HER CHAINS.** Siam uses huge weight as she tries to break away from the tree. Mrs. Vidbel holds a bullhook against her trunk as her husband on

the other side holds his hook against the elephant's leg. In a few moments Siam pulled down the tree and then made off with Vidbel hanging stubbornly to her tail.

## Catskill Safari CONTINUED

was as if somebody was kicking a whole lot of tin cans," Ohm recalls. "We thought there were a couple of raccoons in the garbage." Ohm and his wife went to the kitchen, turned on the light and looked out the window. "Then," Ohm says, "my wife spots this big foot in the breezeway. And she follows it up the leg, and there she was, looking that thing in the eye. If we hadn't known there was an elephant loose, we'd have grabbed up the kids and dove for the cellar."

Perhaps with more courage than good sense, one of the few American householders ever to be awakened by a stray elephant turned on the light in the breezeway leading from the kitchen to the garage and opened the door. "Hello there, Siam," he called cheerfully. The elephant, her huge back almost brushing the bulb in the ceiling, waved her trunk and took a backward step into a trampled rubble of drains and waterspouts Ohm had been storing there. He called her again and Siam gave the first nervous signs of blowing once more.

### An unanswered call to breakfast

**O**HM retreated to the kitchen, put a coat on over his pajamas and ran to a neighbor's barn where he picked up a bucket of dairy feed. "We thought she might like it," he remembers, and for the next unbelievable moments he trailed the frightened elephant across the yard and down the road, repeatedly calling out and offering her a bite of breakfast. Finally he gave up and went back into the house to telephone Vidbel.

At about 10 in the morning the plane spotted Siam in a pasture, and the hunters, led by Vidbel, Hennesey and a state fox trapper, closed

in. Surprisingly she let them approach. Vidbel, muttering soothingly, got a rope around her foot and lashed it to a tree. "She came right up and smelled me," Vidbel said. Then the noisy crowd moved too close, and Siam took off, uprooting the tree and breaking for the timber. As she thundered past him, Vidbel grabbed her by the tail.

In what must have been the most nightmarish pursuit ever joined, Siam galloped over the landscape, dragging her trainer behind her. Through brambles, over rocky pasture, through groves of trees, the awkward twosome shambled. With Vidbel doggedly hanging on, Siam could not gather full speed, and it is nothing short of a miracle that she did not simply turn around and dismiss him forever. Finally after three miles and 20 minutes, Vidbel fell crossing a fence, held on a few moments longer and then at last let go when Siam dragged him through some barbed wire. As he lay exhausted on his face, the elephant disappeared again.

Later that day the safari, by now using cars and maintaining communications through police walkie-talkies, finally caught up with Siam. As if weary of the whole thing, she was gentle and quiet while they fixed the ropes and then the chains before putting her safely in the huge carrying van where she eagerly started destroying a bale of hay. "She's awful hungry," Vidbel said gratefully. "And it looks like she's got a cold," he added, glancing at her running eyes. Plenty of rest and hay and massive doses of penicillin were prescribed.

The great hunt was over. Back at the farm Siam seemed certain to recover fully, and she showed unmistakable signs of relief at ending her rigorous mountaintop diet. "We think she's pretty well out of danger," Joyce Vidbel reported. "She just drank two glasses of whisky for the chill and then ate her blanket."

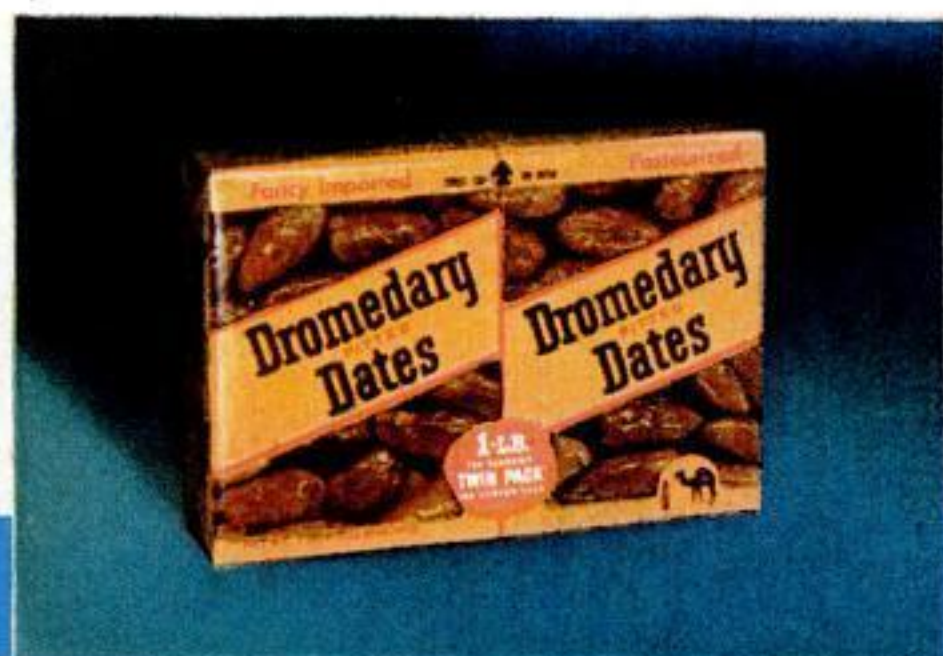


**DOCILE IN CAPTIVITY.** Siam stands with Mrs. Vidbel awaiting the van that will take her home.



Now—in new improved sealed packages—

# DROMEDARY <sup>PITTED</sup> DATES CAN'T DRY OUT



LARGE (1 lb.) ECONOMY PACK  
has two sections. Use each section as needed!  
Sealed dates stay fresh indefinitely.



Only these luscious pasteurized dates are

## GUARANTEED TO STAY FRESH AND MOIST 'TIL USED!

Rich, full-flavored dates that *taste wonderfully fresh—and stay that way!* Yours—when you ask for Dromedary.

Unlike ordinary dates which tend to crystallize, these plump, moist dates have natural sugar dissolved inside each date during pasteurizing process! Moist to begin with, Dromedary Dates stay moist in sealed containers—never become grainy, *never dry out!*

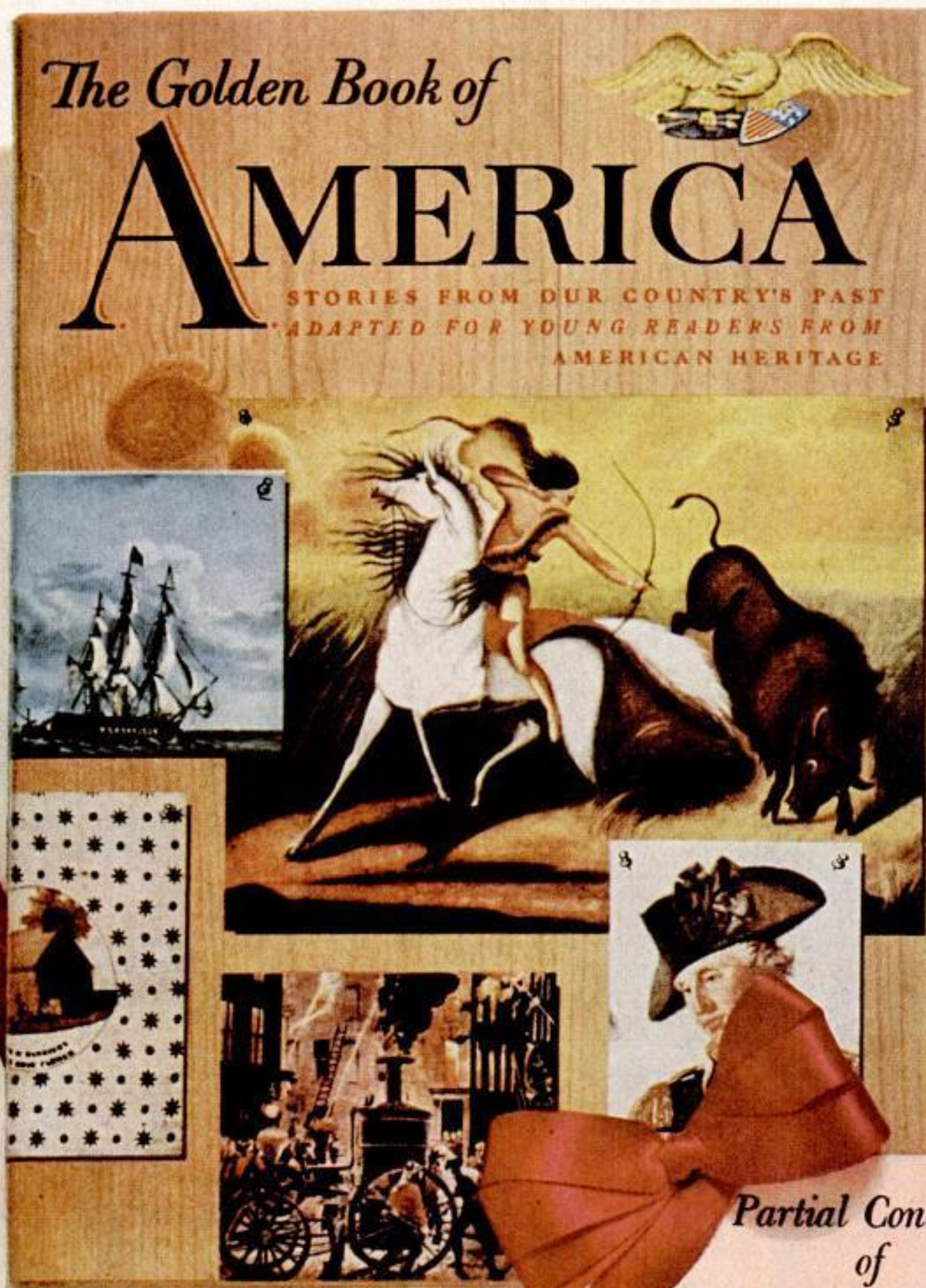
### FRESH IDEA in every pack!

The famous 8 oz. pack . . . best-known date package in the world . . . now comes in a handy new box—easy to open and close and, of course, always keeps dates fresh and moist.



**Imported DROMEDARY Pitted DATES—more in demand—than all other brands—combined!**





# Golden Books -

## Partial Contents of THE GOLDEN BOOK OF AMERICA

Did Columbus Discover America?  
The Secret Life of the American Indian  
La Salle, the Lakes, and the Mississippi  
Highwaymen of the Seas  
Daniel Boone, Hero  
Eli Whitney's Magic Machines  
Washington's Spy at Trenton  
Old Hickory at New Orleans  
Salem's Ships Sailed East  
How They Killed the Buffalo  
The Mountain Men  
Pathfinder of the West  
A Nosegay of Valentines  
Generals of the Union  
Generals of the Confederacy  
The Battle of the Ironclads  
The Overland Stage  
The Man Who Killed Custer  
The Old Country Store  
The Camera Looks at America  
The Old Fall River Line  
The Proud, Fighting Firemen  
The Great Bicycle Craze  
American Posters  
Building the Big Bridge  
The Birdmen at Belmont  
A Liner, a U-Boat, and History  
Light for Lincoln's Statue

### 1. THE GOLDEN BOOK OF AMERICA

WHAT A BOOK for boys and girls to grow up with! The great heroes and the stirring scenes of our country's past are made vivid in a brilliant narrative—and 250 full-color paintings, old prints, and rare posters, beautifully reproduced.

From the first map of the new world (made by Columbus' shipmate) to Daniel Boone's conquest of the wilderness, from pictures and stories of Lincoln and Lee to the dawn of the air age—here is a matchless gallery of America's yesterdays.

This book was adapted from *American Heritage*, the distinguished Magazine of History, to give young people a warm sense of the American tradition.

A splendid gift. (8 x 11) \$4.95

To your bookseller, or  
SIMON AND SCHUSTER, Publishers,  
Dept. 30, 630 Fifth Avenue,  
New York 20, N. Y.  
Please send me, for FREE-examination,  
the book(s) whose numbers I have circled  
below. If I am not completely delighted, I will  
return book(s) within 21 days and owe nothing.  
Otherwise, I will pay for the books, as billed, at the  
prices indicated above, plus postage.

1 2 3 4 5 6 7 8 9A 9B 10 11 12 13 14  
15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31  
32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47

Name.....

Address.....

City.....Zone.....State.....

☐ SAVE. Check here if enclosing remittance. Then WE pay all postage charges. Same money-back guarantee.

Available at slightly higher prices in Canada through Musson Book Co., Toronto

All the books on these two pages are lavishly illustrated in full color, handsomely printed and bound. They are remarkable values. Huge first printings and meticulous care in planning brought production costs to a minimum—resulting in the lowest possible prices for the best possible books. To avoid disappointing your favorite youngsters on Christmas, order now before the bookstore shelves are bare.

### Golden Tales from the Arabian Nights

### ILIAD ODYSSEY

### HISTORY OF THE WORLD

### ENCYCLOPEDIA

### ASTRONOMY

### GEOGRAPHY

### SCIENCE

Classic tales of enchantment and adventure retold for children. With sparkling color pictures on every page. (10 x 12 3/4) \$3.95

4. LIFE'S WORLD WE LIVE IN. The 5-billion-year story of our planet, 216 pages, illustrated in full color. Adapted from the \$13.50 book. \$4.95

5. ILIAD AND ODYSSEY Homer's great epics retold for children. Magnificent new color pictures. (Size 10 x 12 3/4) Price \$3.95

6. OUR FRIEND THE ATOM Walt Disney's superb introduction to atomic science. Hundreds of pictures. The narrative is by Heinz Haber. Price \$4.95

7. NATURAL HISTORY Huge one-volume nature library for boys and girls. 500 color pictures. \$5

8. HISTORY OF THE WORLD. Illustrated with thousands of people, places, events, in full color. (10 x 12 3/4) \$5

9A. Golden DICTIONARY 1030 words, over 1500 color pictures. \$2.95

9B. Courtis-Watters DICTIONARY. 17,554 words, variants, 2120 color pictures, 554 pp. \$4.95

10. ENCYCLOPEDIA 1,500 items in jewel-like color illustrate this treasury of facts. \$3.95

11. INDIAN CRAFTS How to make Indian objects and decorations. Color pictures. \$1.95

12. McCALL'S MAKE-IT BOOK. 700 illustrations show children how to make party favors, decorations, gifts. 256 pages, all in color. \$2.95

13. ASTRONOMY. A child's introduction to the sun, moon, stars, and marvels of outer space. 200 color pictures. \$3.95

14. CRAFTS & HOBBIES 560 pictures illustrate instructions for making hundreds of things. \$1.95

15. GEOGRAPHY. 300 color pictures and exciting narrative take the children around the world. \$3.95

ADVENTURE KITS: 16. BIRDS, with feeding station, seed, bird chart. 17. ROCKS, with 25 specimens, mounted and identified. Each kit, with handbook, \$2.95

18. SCIENCE. First look at chemistry, physics, geology, electricity, etc. 450 color pictures. \$3.95

### THE WORLD WE LIVE IN

### our friend the ATOM

### NATURAL HISTORY

### Golden Dictionary

### 1030 WORDS

### THE GOLDEN INDIAN CRAFTS AND LORE

### MAKE-IT BOOK

### CRAFTS HOBBIES

### ROCKS

### Adventure with BIRDS



# perfect gifts for growing minds



**WALT DISNEY BOOKS**—Children's classics in big charming nursery editions of uniform size (9½ x 12¾) printed in large clear type with bright color pictures on every page. Based on the famous Walt Disney movies.

**19. LANDS OF THE BIBLE.** Picture-history and atlas of the Holy Land, from Bible times to the present. Paintings, photographs and relief maps in many colors. (10 x 12¾) \$3.95

**20. SLEEPING BEAUTY** Every page of Walt Disney's big beautiful new picture book gleams and glitters with color. (Size 10 x 12¾) Price \$2.95

**21. NEW TESTAMENT** Based on the King James Version. With 115 lovely new pictures in full color. (10 x 12¾) \$3.95

**22. OLD TESTAMENT** The great stories, retold for children. Illustrated in rich full color with dramatic splendor. \$3.95

**23. WALT DISNEY'S TREASURY.** Great Disney stories—*Snow White*, *Three Little Pigs*, and all the rest, in a giant book (10 x 12¾) with big striking color pictures. \$2.95

**Only \$1 each**  
24. SNOW WHITE  
25. CINDERELLA  
26. PINOCCHIO  
27. DUMBO  
28. PETER PAN  
29. PERRI  
30. BAMBI

**FUN-TO-LEARN BOOKS** \$1.35 each. These lively authoritative books, all in color, are the first step in your child's education. Each book (8½ x 11) can be purchased individually. Complete set makes a wonderful gift.

31. SCIENCE 35. WORDS  
32. OUR SUN 36. SCHOOL DAYS  
33. DICTIONARY 37. STORIES  
34. NUMBERS 38. POEMS  
39. QUESTIONS & ANSWERS

**40. CHRISTMAS CAROLS** Words and music for 50 Yuletide songs. Color pictures on every page. \$2.95

**FOR THE PLAY PEN SET** Lovely big color pictures are printed on gleaming heavy board pages (practically untearable). Guaranteed to enchant the toddler. (6¾ x 8) Each book \$1.25

41. BABY ANIMALS  
42. ANIMAL ABC  
43. BABY FARM ANIMALS  
44. BABY'S FIRST BOOK  
45. MY FIRST COUNTING BOOK  
46. MY FIRST BOOK ABOUT GOD

**47. SONGS FROM RODGERS & HAMMERSTEIN.** 17 songs for children from *Oklahoma*, *King and I*, and other shows. Words, music, and gay color pictures. \$2.95



## Partial Contents of WORLDS OF NATURE

\* **The Arctic Wonderland.** The three sections of the Arctic: polar, tundra, and forest land. Seals, whales, polar bears, walrus, and musk ox.

\* **The Mountains.** Birds, deer, mountain goats, bears, and beavers cutting down trees to build their dam.

\* **Prairie Horizons.** The life of prairie dogs, the birth of a buffalo, coyotes, and wildcats.

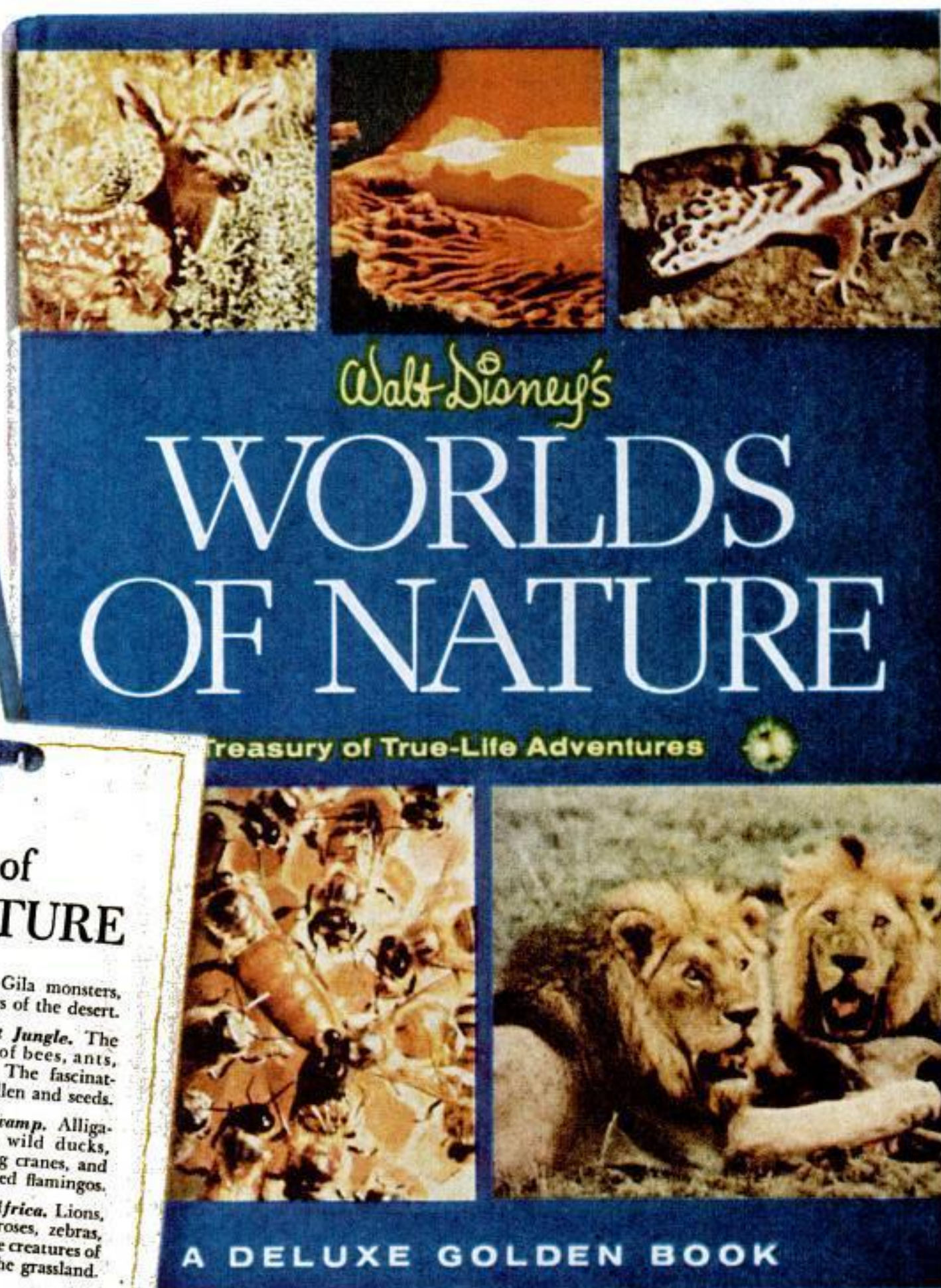
\* **Desert Miracles.** The battle between rattlesnake and

road runner, Gila monsters, and the flowers of the desert.

\* **Grass Root Jungle.** The private lives of bees, ants, water spiders. The fascinating story of pollen and seeds.

\* **The Big Swamp.** Alligators, pelicans, wild ducks, egrets, whooping cranes, and brilliantly colored flamingos.

\* **Mysterious Africa.** Lions, giraffes, rhinoceroses, zebras, and antelopes, the creatures of the jungle and the grassland.



## 2. Walt Disney's WORLDS OF NATURE

HUNDREDS OF FULL-COLOR photographs illustrate this magnificent new one-volume "library of wildlife"—based on all of Disney's great nature films.

You see and read about the life of prairie dogs and otters, the lion in his jungle domain, the walrus, the elephant, and the cheetah, bees building their hive, hawks and alligators, bears and whales. And many, many more.

For here, integrated in one big handsome volume, are the fabulous highspots of *Secrets of Life*, *Beaver Valley*, *Living Desert*, *Vanishing Prairie*, *Seal Island* and the rest. Text by Rutherford Platt. A gift that is certain to be greeted with ooh's and ah's of pleasure by adults as well as young people.

All in full color. (8 x 11) \$4.95

To  
your  
bookseller, or  
SIMON AND

SCHUSTER, Publishers,  
Dept. 30, 630 Fifth Avenue,  
New York 20, N. Y.

Please send me, for FREE-examination, the book(s) whose numbers I have circled below. If I am not completely delighted, I will return book(s) within 21 days and owe nothing. Otherwise, I will pay for the books, as billed, at the prices indicated above, plus postage.

1 2 3 4 5 6 7 8 9A 9B 10 11 12 13 14  
15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31  
32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47

Name.....

Address.....

City..... Zone..... State.....

☐ SAVE. Check here if enclosing remittance. Then WE pay all postage charges. Same money-back guarantee. Available at slightly higher prices in Canada through Musson Book Co., Toronto

Send the coupon today for FREE-examination copies of any of the books above. There is another, identical coupon on the facing page—you may want it to order additional books later on, or to pass on to a friend. These magnificent volumes, with their extraordinarily fine color pictures, are sure to be among the most wanted Christmas presents of 1957. Order your books now and look forward to an unrushed holiday season. SIMON AND SCHUSTER.



Make a tastier turkey dressing...  
and a pumpkin pie with  
old-time *flavor magic*



**This Thanksgiving enjoy the finer *extra* flavor  
of McCormick or Schilling Pure Spices and Seasonings**

Whatever your favorite recipe for turkey dressing, McCormick or Schilling Poultry Seasoning, Ground Sage and Pure Black Pepper will give an added spark that makes the dressing amazingly zestful, satisfying . . . You'll want to use, too, McCormick Herb Seasoning on your buttered vegetables, in your soups and on your leftovers. And to give your pumpkin pie

real old-time *flavor magic* just use McCormick or Schilling Pumpkin Pie Spice . . . For your other holiday baking be sure to use McCormick or Schilling Pure Spices, such as Cinnamon, Nutmeg and Ginger. Their exciting flavor gives new tastiness, new enjoyment to dozens of desserts . . . For purity, for real spice goodness, always insist on McCormick or Schilling Spices!



*McCormick Seasoning of the Month*  
**MINCED ONION**

Here's a new McCormick product which has already gained great popularity. Housewives are finding it wonderfully convenient — with all the full, fine flavor of a fresh onion. Nothing to peel — no tears in your eyes — no lingering odor on your hands! Just the thing for your Thanksgiving turkey stuffing . . . or whenever your recipes call for chopped onion.



© 1957 McCormick & Co., Inc.

**McCORMICK . . . THE HOUSE OF FLAVOR**





**PIG-TAILED ADMIRER**, a "pioneer," met Zhukov at Albania's Tirana airport with a hug and bouquet.



**LOVING LAD** brought to the Tirana reception was hoisted up high for a hug by the brawny marshal.



A FEW DAYS BEFORE HIS DISGRACE ZHUKOV WAS EMBRACED IN ALBANIA BY MOTHER OF A WAR VICTIM

## THE LAST TIME WE SAW GEORGI

Zhukov's warm treatment in Albania was build-up for big letdown

The "cult of personality"—that peculiarly Communist bugaboo which destroyed Marshal Stalin posthumously—last week wrapped its tentacles around Russia's leading military hero. Marshal Georgi Zhukov was being tailored for disgrace in Moscow even as he was here photographed on a visit to Albania. His downfall was accompanied by theatrical suspense the Kremlin had not achieved since Stalin's death.

An hour after Zhukov returned from Albania he was removed as defense minister. As every Western capital gasped and groped for clues, the Kremlin maintained a tight-lipped silence. The silence itself, and the apparently constant extraordinary sessions of the Central Committee, seemed to indicate a titanic power struggle. And as the Syrian-Turkish crisis coincidentally seemed to be fizzling out (p. 35), Party Chief Nikita Khrushchev volunteered that the fallen defense minister would be placed in a job suitable to his "experience and qualifications."

At the end of the week there was another

announcement. Zhukov had been fired from the party Central Committee and its governing body, the Presidium. He was charged with trying to eliminate the party's control over Soviet forces. Characteristically, *Pravda* announced the hero had confessed the charge. It seemed likely that the outside world had seen its last of Georgi Zhukov as a folksy visitor in Albania.

### ХРОНИКА

Президиум Верховного Совета СССР назначил Маршала Советского Союза **Малиновского** Родиона Яковлевича Министром обороны СССР.

\* \* \*

Президиум Верховного Совета СССР освободил Маршала Советского Союза **Жукова** Георгия Константиновича от обязанностей Министра обороны СССР.

**FIRING NOTICE** in *Pravda* told of Malinovsky's rise in first paragraph, Zhukov's fall in the second.





**REPAST WITH ROTARY** at Cumberland, Md. introduces Russians to American institution: service

club luncheon. Wearing guest badges, Bogomolov (right), Goryachev exchange potatoes, roast pork.



**TRYING A TUBA** at Zanesville, Ohio high school, Bogomolov puffs hard but can produce no sound.



**MAKING A JOKE**, Bogomolov fashions Red symbol on a farm the group visited near Zanesville.



**VISITING A HOME** in Morgantown, W. Va., Mikhailov (right) learns about house cost from host

Jim McCartney, secretary of chamber of commerce, as Lavrov holds McCartney's 2-year-old son Jimmy.

# RUSSIANS SEE,

Officials of the Soviet embassy in Washington rarely venture beyond their tight diplomatic world to meet large numbers of Americans face to face. But last month four embassy men were roaming from Maryland to Ohio dancing with teen-agers, admiring babies and exuding goodwill like candidates for Congress.

It all started when Vladimir Lavrov, counselor of embassy, wrote some newspaper editors that he and three embassy secretaries wanted





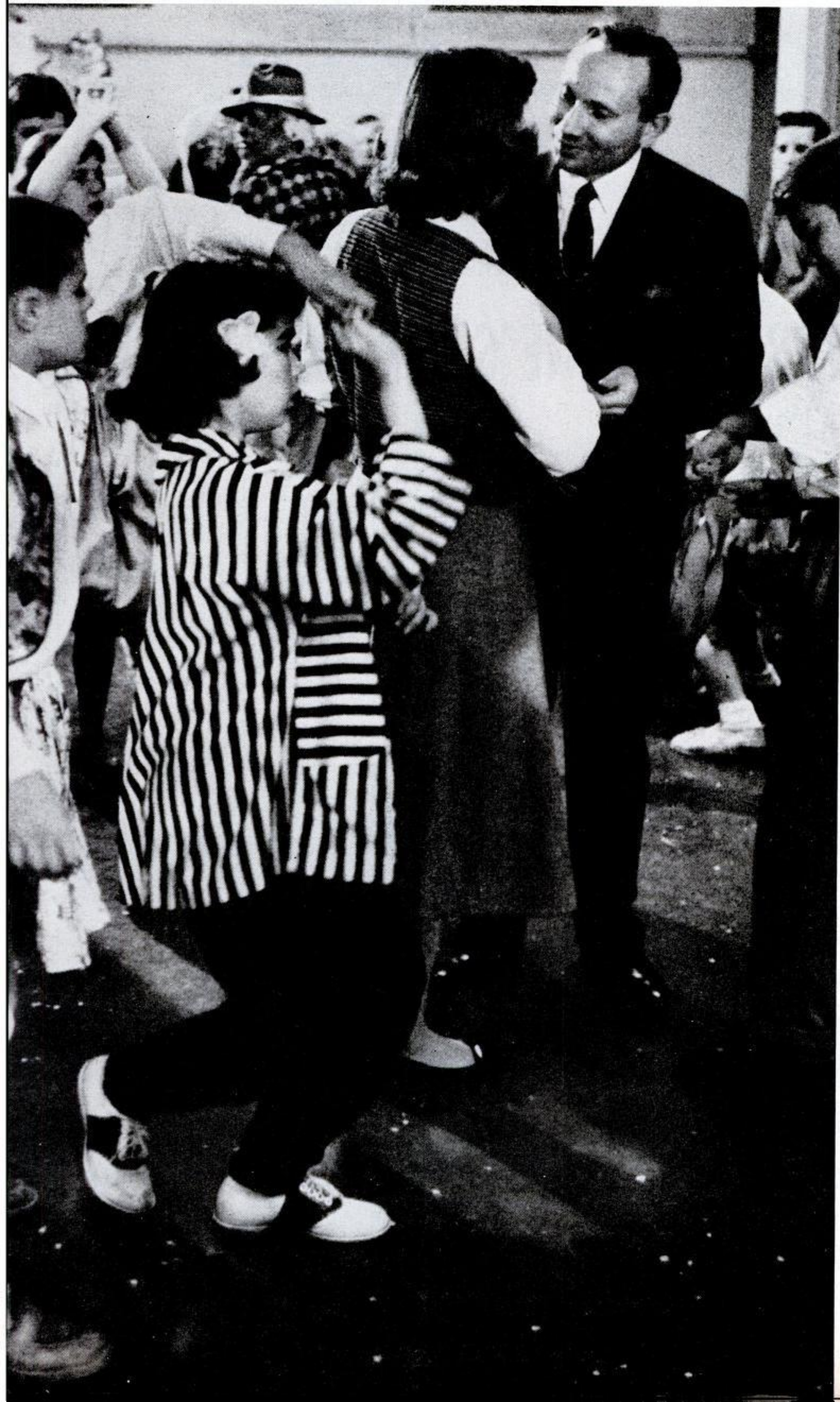
# LEARN ON AMIABLE U.S. TOUR

to see "something of the way Americans live, their achievements and expectations." In return, Lavrov had a unique offer: he and his group would be glad to answer questions about Russia. The editors made arrangements.

Lavrov, Anatoli Goryachev, Valerian Mikhailov and Sergei Bogomolov toured four states. The going was amiable except at question and answer sessions. The questions were tough, the answers were party line (the Hungarian

revolution was the work of some "fanatics").

The insights their tour had given the Russians quickly came clear. They were amazed to find Americans who really favor school integration. They were impressed by the high standards of living and Bogomolov made a striking admission: "We do not say your free enterprise system is too bad. We have our system which is best for us under the circumstances. Your circumstances are different."



**SHOW OF STRENGTH** delights Goryachev as he tries exercise bars in Zanesville high school gym.



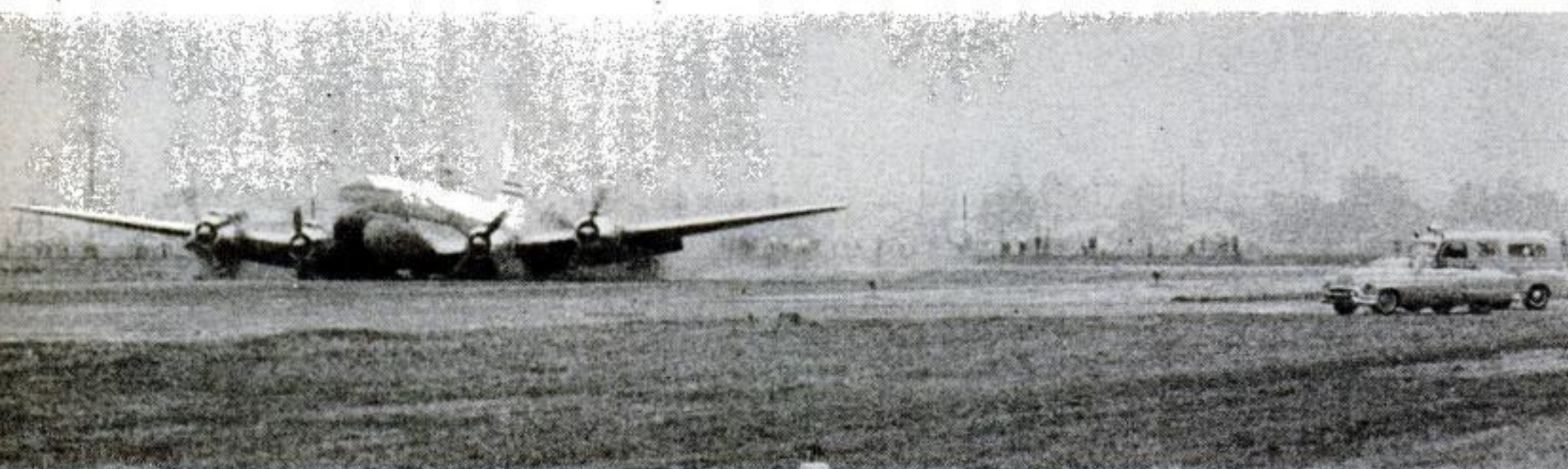
**CHAIR INSPECTION** by Mikhailov at West Virginia University brought verdict—"comfortable."





ITS WHEELS UP, CRIPPLED DC-7 FLIES OVER INTERNATIONAL AIRPORT BURNING UP FUEL, WAITING FOR FIREMEN TO FINISH HOISING CHEMICAL FOAM ON RUNWAY

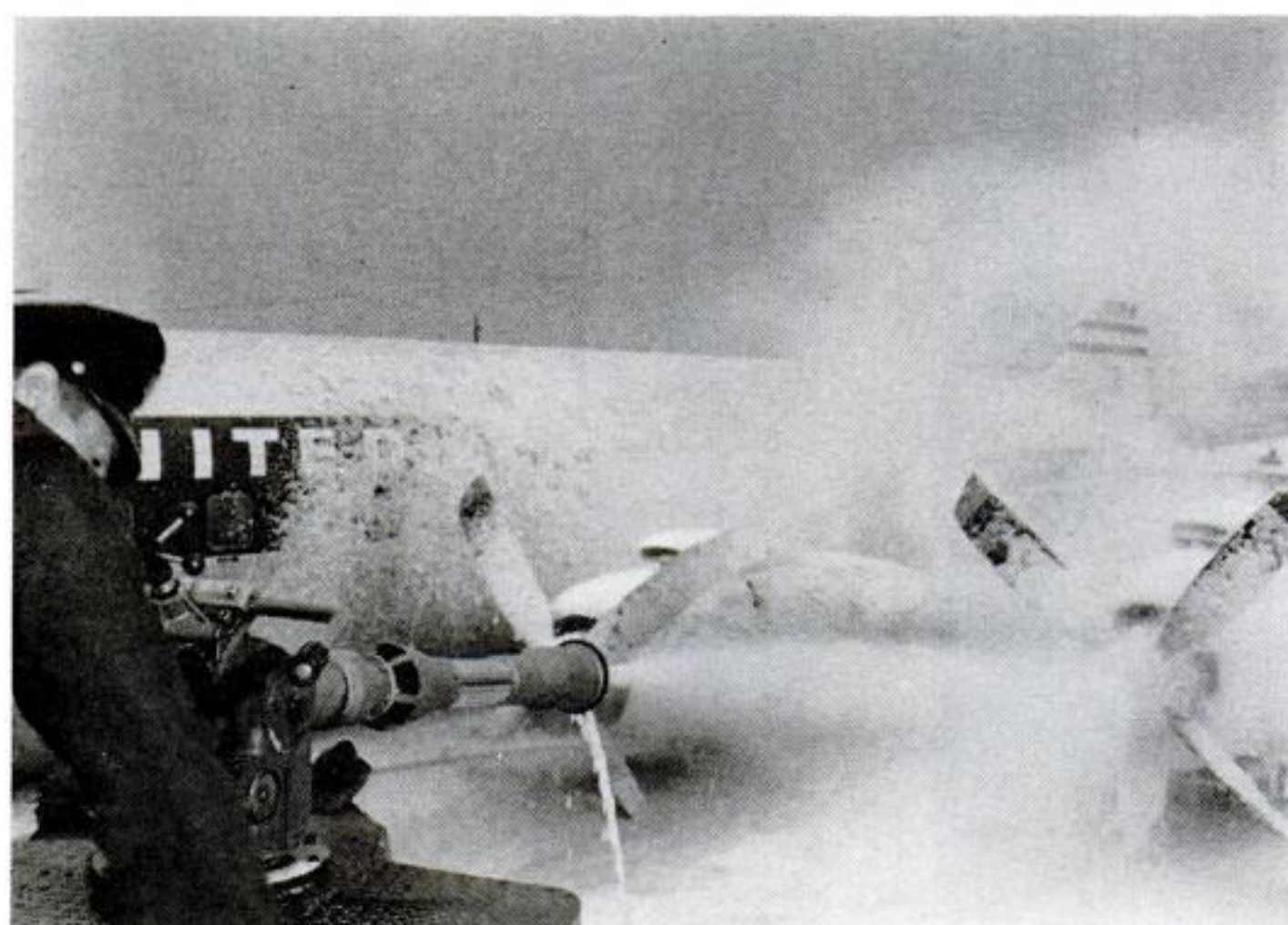
## LATHER LUBRICATES A PLANE'S BELLY LANDING



**TOUCHING DOWN**, DC-7 heads for strip that has been covered with foam, dragging its lowered wing

flaps which, because wheels were not down, reached the ground. It slid for 1,586 feet to a gentle halt.

As a planeload of anxious people flew around overhead, firemen in Los Angeles sprayed an airport runway with a three-inch-thick lather of chemical fire foam. A United Airlines DC-7 arriving at International Airport from New York had found that it could not lower its landing gear and, with 11 passengers and 250 gallons of gasoline aboard, would have to set down in a colossal bellywhopper. Fearing that the scrape along the ground would strike sparks and set off a blaze, firemen covered the landing path with fire foam. The plane touched down at 97 mph and, spewing foam instead of sparks, slithered to a safe and soapy halt.



**SPRAYING ENGINE** that smoked after landing, firemen smother its nacelle with a blanket of the same fire foam used on the runway. Pilot had cut off engines.

**WADING IN FOAM**, stewardesses and woman passenger, who had removed their shoes as a safety precaution before belly landing, stand ankle-deep on the field.





# New! **Twin-cartridge** fountain pen

holds 40% more ink...yet never goes near an ink bottle

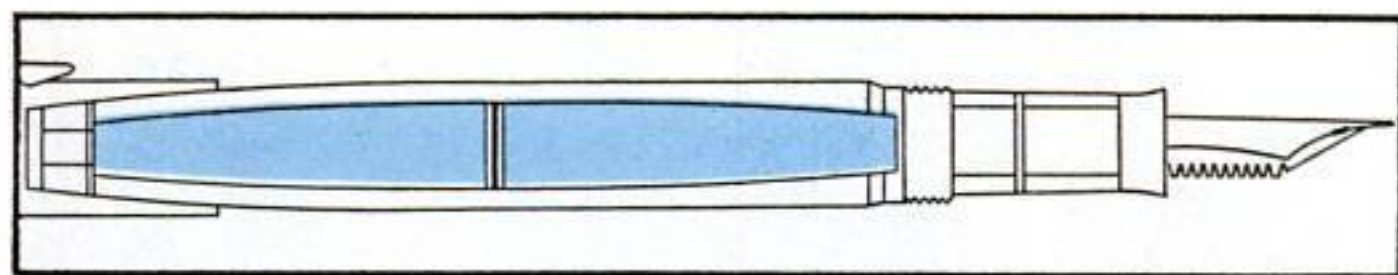


The beautiful new SAFARI is like no other pen you ever saw before.

It's a true fountain pen that you load with *two handy cartridges of liquid ink*... never from an ink bottle.

And the SAFARI holds 40% more ink than any other fountain pen... yet it is sleekly modern and slim. You need never worry about running out of ink, either. The second cartridge is your spare...always ready in the pen in case you need it.

And only Esterbrook gives you 32 different points to choose from.



Two cartridges instead of one... so you always have a spare ink supply. Loading the SAFARI is so easy and clean, too. Just drop two big ink cartridges into the barrel—and write.

(No more ink bottles.) When one cartridge is used up, replace it... and keep the other as your spare. You can buy economical packs of 6 cartridges at any pen counter.

Points are replaceable, too... available at any pen counter. So if you should ever damage a point you can replace it in seconds yourself.

People who have seen Esterbrook's superb new SAFARI Twin-Cartridge Fountain Pen expect it to cost \$20.00 or more. Guess again! SAFARI's sensible price—complete with cartridges—is just \$3.95.

**Esterbrook**  
**SAFARI\***

TWIN-CARTRIDGE FOUNTAIN PEN

only \$3.95

Only Esterbrook gives you a choice of 32 points replaceable in seconds

student  Signature  Stub  bookkeeping  fine writing  shaded writing 

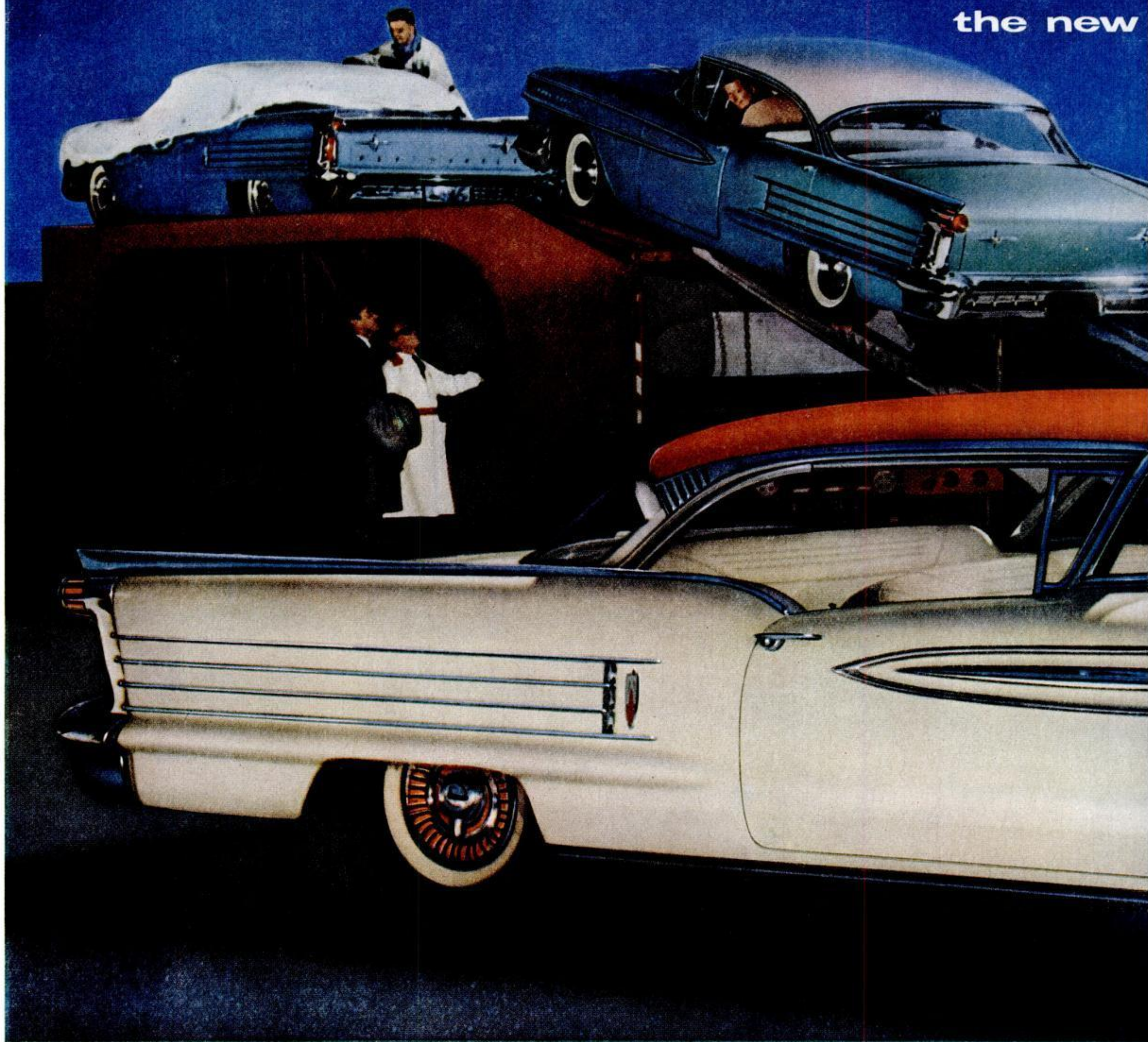
\*TRADEMARK



The new "Rockets" arrive—bringing you ...

# OLDS

the new



Presenting the new "Mobile Look"—Ninety-Eight Holiday Coupe in foreground, Dynamic 88 Holiday Sedan on ramp.

## OLDSMOBILE for '58



FORWARD FROM FIFTY... INTO THE ROCKET AGE





# mobility

new way of going places in the Rocket Age!



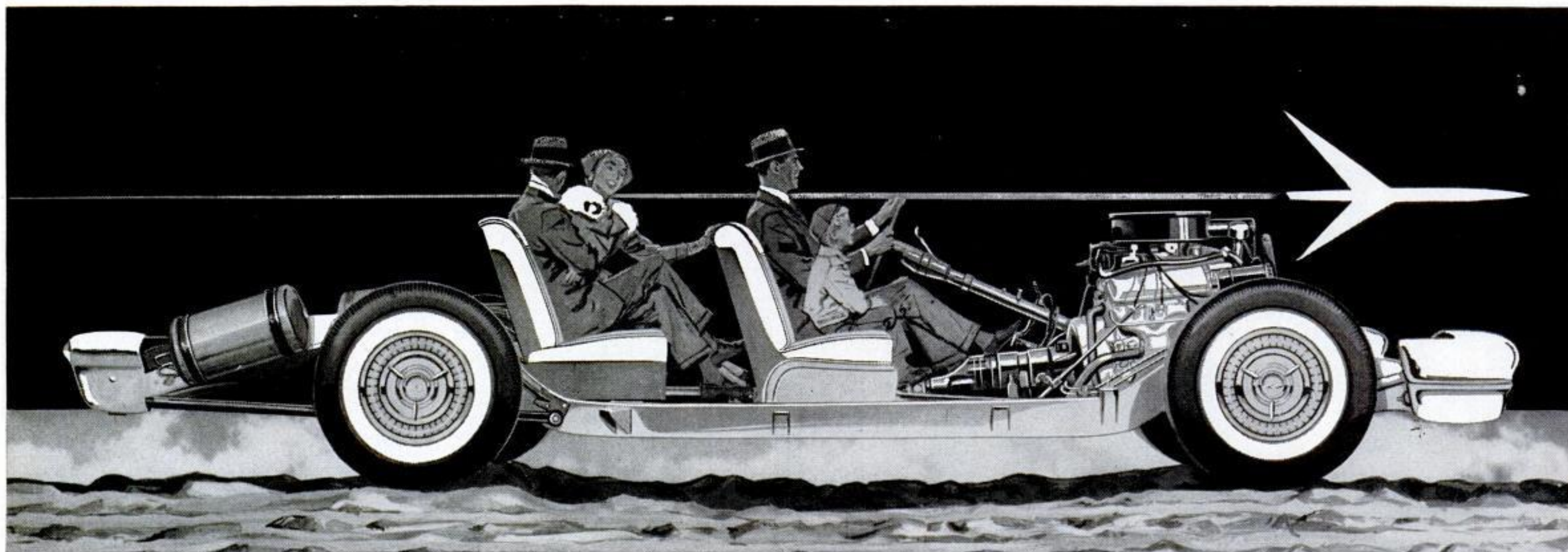
A car in a class by itself! Excitingly styled . . . with distinctive good taste. Offering the supreme smoothness of New-Matic Ride (Oldsmobile's true air suspension) . . . and powered by the greatest Rocket Engine ever, to set a new pace for performance and fuel economy! (SEE FOLLOWING PAGE) ▶



THIS IS  
**OLDSmobility**



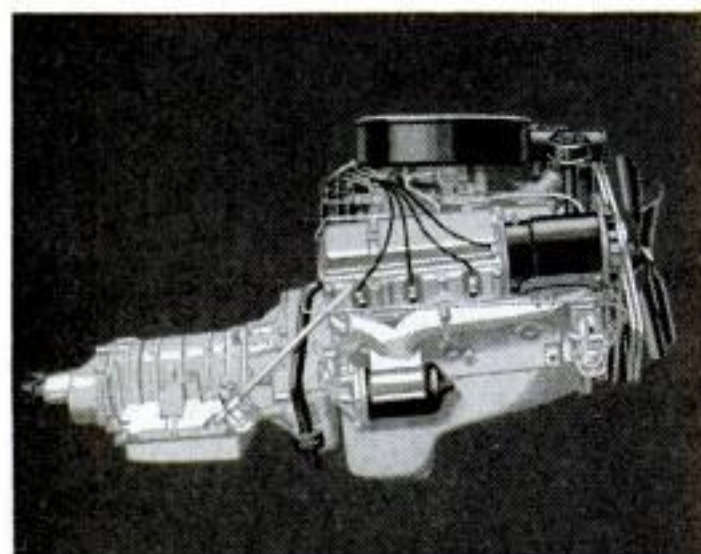
ALL THAT'S NEW IN RIDE...IN POWER...IN STYLE  
...IN EXCITING NEW FEATURES FOR THE ROCKET AGE!



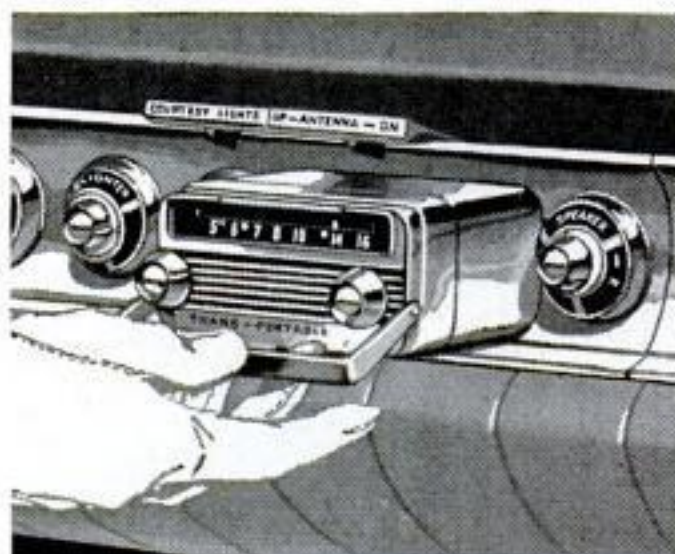
**New-Matic Ride\*** (Oldsmobile's *true* air suspension) gives you the smoothest, quietest, most comfortable ride possible. Rugged air chambers replace metal springs—cushion each wheel, absorb and soften bounces and bumps, instantly and automatically adjust to road conditions. New-Matic Ride also automatically compensates for any variation in load, keeps the car on an even plane and maintains it there—at its exact “design height”—*excitingly low and level!*

**New Four-Beam Headlamps** add a sparkling new note in design—contribute to your night driving safety by providing *more light*, improved light patterns, less reflected glare from fog, rain, snow. The Lo-Lites are the two outer beams; the Hi-Lites, all four beams.

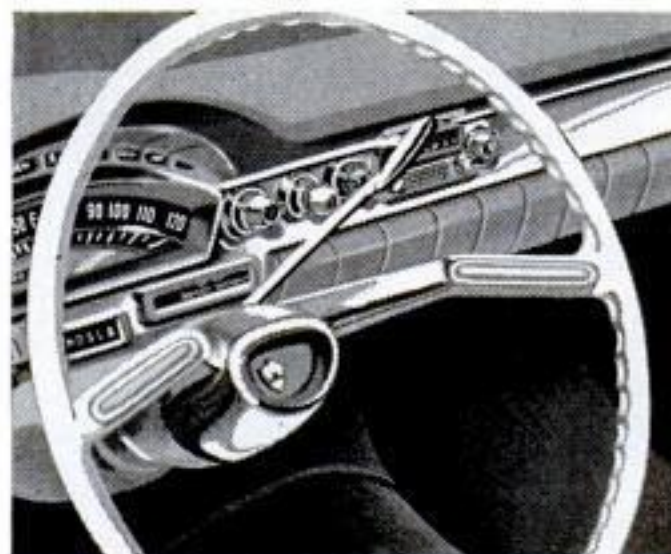
OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION



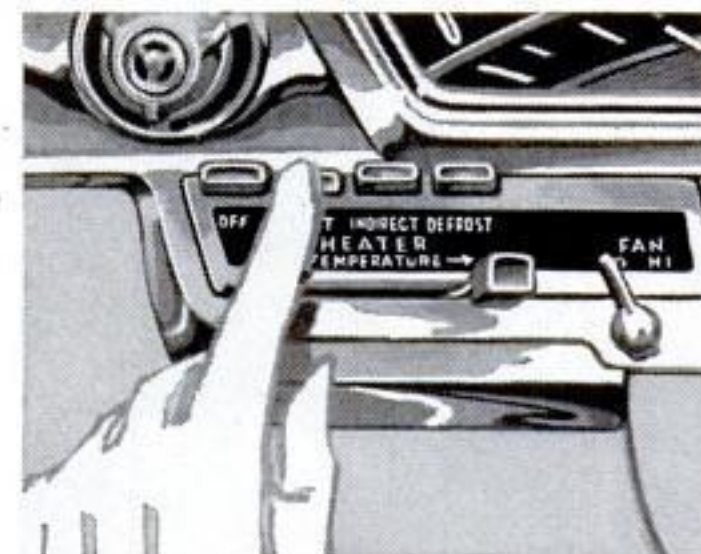
**New Rocket Engine** is more powerful, gives greater performance than ever before. In addition, carburetion advances provide you with an opportunity for improved fuel savings, as much as 20%!



**New Trans-Portable\***—a transistor radio that serves as your regular car radio, operating on car's built-in circuit, can also be unlocked and carried from car as a compact, lightweight portable.



**New Safety-Vee Steering Wheel**, with modern two-spoke, safety recessed design, allows unobstructed view of vital instrument panel gauges. New twin horn buttons are located within easy reach.



**Dual-Range Power Heater\*** gives the exact amount of heat or ventilation exactly where you want it . . . when you want it. You merely touch a button . . . power does all the work for you!

\*Optional at extra cost.

**DYNAMIC 88  
SUPER 88  
NINETY-EIGHT**  
16 models to choose from!

**OLDSMOBILE for '58**

SEE YOUR NEAREST AUTHORIZED OLDSMOBILE QUALITY DEALER!





**PRINCE'S PIPERS** march in a parade celebrating his arrival in Dar es Salaam. "Hazer" on the sign means "present." Later (p. 71) the band played at installation review.

**PLEASED PRINCE**, apparelled in a gold embroidered silk robe, smiles his approval from reviewing stand at a procession of his followers before installation ceremony.



## SPLENDID SEND-OFF TO LIFETIME JOB

20-year-old Aga Khan is installed in office by Moslem followers in East Africa


Far away from Cambridge, a beaming Harvard man was launched last month upon a fabulous career as lifelong leader of a unique empire. In Dar es Salaam, Tanganyika, he was installed in office as His Highness Prince Karim Aga Khan by the East African community of the Ismaili Moslem sect. Son of Aly Khan, Prince Karim was named Aga Khan in the will of his famous grandfather, who died last July. His new duties will keep him from returning to Harvard, where he would be a senior, until 1958 at least.

In pomp and panoply the 20-year-old Aga Khan was

invested with the symbols of his grandfather's authority: his robe, golden ceremonial sword, turban and signet ring. He also performed some official business, the mass marriage of 37 couples. In the coming months he will travel from one country to another for other installation ceremonies by groups of the widely scattered Ismailis, who number perhaps 20 million. He was already recognized in all of them as the "rightful and true 49th Imam" in direct descent from Mohammed, responsible for the spiritual and, partly at least, temporal welfare of his people.

CONTINUED



milk loves  youngsters



and youngsters really love milk  
when you fix it with **NESTLÉ's Quik**  
it's instant!



Watch what happens — their first choice is the drink you most want them to have — because you make milk taste like a million with Nestlé's® QUIK!® Chocolatey QUIK is the easiest, most popular way to get children to drink lots more milk. And you can trust QUIK to be as pure and wholesome as it is delicious. Easy to fix? QUIK practically makes itself. Never sticky or messy like syrups. Nestlé's QUIK makes milk extra nourishing for your children.

COPYRIGHT 1957, THE NESTLÉ CO., INC.



**NESTLÉ'S MAKES THE VERY BEST CHOCOLATE**

**Splendid Send-off** CONTINUED



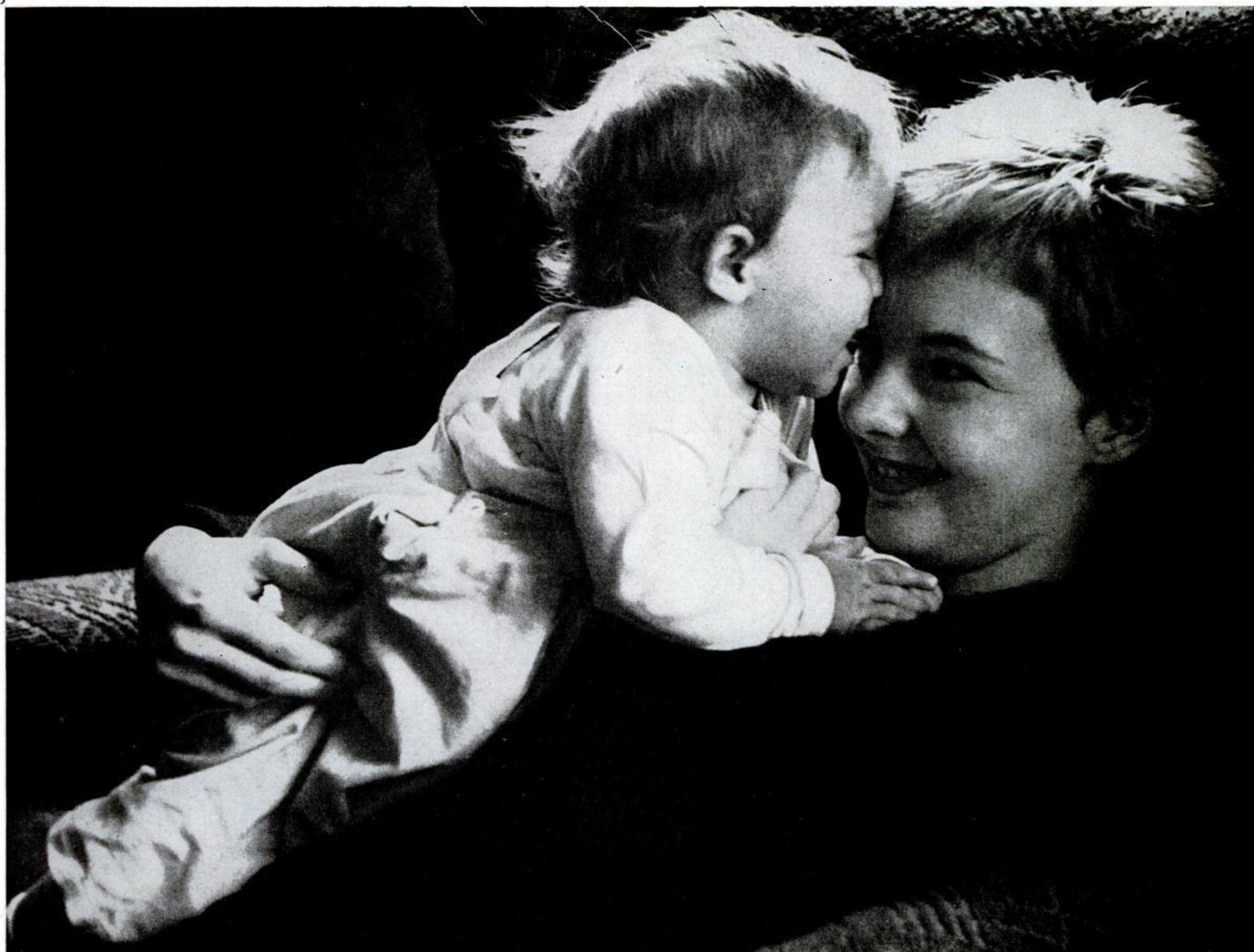
**RECEIVING GRANDFATHER'S ROBE**, the Aga Khan is invested with the garment worn by old Aga Khan in 1946 when he was weighed in diamonds.



**BESTOWING THE SWORD**, Ismaili leaders bring Aga Khan golden weapon worn by his grandfather which symbolizes justice and defense of the faith.

CONTINUED





## Have you set a high enough value on their home?

JUST THINK how much more it's worth today than when you moved in.

Besides the house itself, you've added so much inside it. Your washer, television set, refrigerator. New furniture, clothes, your silverware, jewelry.

Chances are, you've let your insurance fall far behind what it should be to replace losses from fire, windstorm, theft, or a costly damage suit . . . at today's prices.

With an up-to-date Travelers Package policy your home can be adequately insured—without expensive overlaps or risky gaps. You save money because this all-in-one protection costs substantially less than separate policies.

Your Travelers agent or broker can provide you with your Package Homeowners or Comprehensive Dwelling policy.

That's not all. Your Travelers man can help you develop a program for all your insur-

ance—life, health, home, auto, all of it. And, through the new Travelers Premium Budget Plan, you can pay for all your Travelers insurance comfortably in low monthly payments. No more big premiums which always seem to come up when you least expect them.

This is American Family Independence through The Travelers—a happier today because of a worry-free tomorrow. Isn't this the life for your family?



# THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including  
Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds





Table Model 21T213—Lowboy base optional

# SYLVANIA 110 TV with Halolight®

The slimmest, most modern TV of them all brings you a wide world of pleasure for years to come. Here is why:

- Sylvania cuts the cabinet in half to pack a whopping 21" picture into a set only 13 $\frac{3}{4}$ " deep.
- It lines up perfectly with slim modern furniture, fits anywhere.
- You get even more power from Sylvania's famous "fringe" area reception.
- Only Sylvania has HaloLight, the frame of surround light that's kinder to your eyes.

You owe it to yourself to see Sylvania 110 Slimline TV . . . from \$149<sup>95†</sup>

\*Picture size: 21" overall diagonal; 261 sq. in. viewable area  
†Manufacturer's suggested retail price



## Special Holiday Offer! Exciting ATOMIC TRAIN

Ask your Sylvania TV dealer how you can get this remarkable electric train with the purchase of Sylvania TV.

Imagine the excitement when this "toy of the century" appears under the Christmas tree—along with your new Sylvania Slimline TV! The latest in educational toys for kids (and their Dads!), it has extra play value in every car . . . a simulated atomic reactor . . . a giant cannon that really fires "atomic" missiles . . . a removable U. S. Air Force rocket . . . tracks complete with ties. Take advantage of this offer now! \$59.95 value . . . supply limited

Keep your eye on **SYLVANIA**  . . . fastest growing name in sight

SYLVANIA ELECTRIC PRODUCTS INC. • LIGHTING • RADIO • ELECTRONICS • TELEVISION • METALS & CHEMICALS • Radio & TV Division, Batavia, N. Y. IN CANADA: Television made by Sylvania Electric (Canada, Ltd.) and distributed by Northern Electric Company, Ltd.



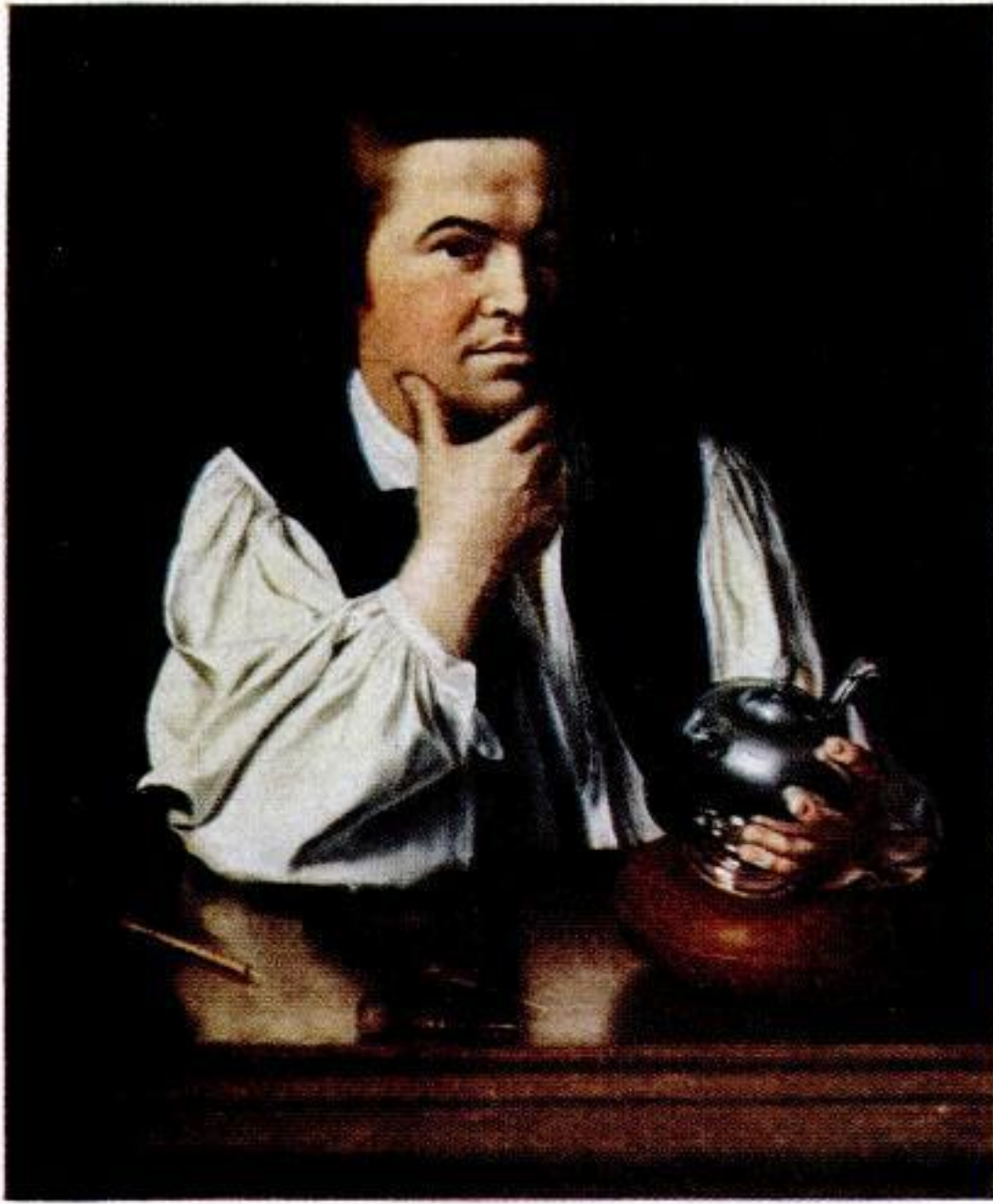


**AFTERNOON OF SPLENDOR** honoring the 49th Imam goes on as, from the flower-trimmed dais, he reviews the Aga Khan bagpipe band. The group, founded

30 years ago, was flown from Karachi for the Dar es Salaam ceremonies. Aga Khan wears the necklace of 49 golden plaques, symbol of his descent from Mohammed.



# A SPIRITED SURVEY OF U.S. PAINTING



**REALISM** of J. S. Copley won him countless portrait commissions from celebrities like Paul Revere (above).

For more than three centuries American art has been a running accompaniment to American history. Yet Americans have been slow to acknowledge its achievements and to the rest of the world it has long been an unknown quantity. During the past 15 years, however, all this has changed. American art is being bought and exhibited abundantly by collectors and museums, and modern U.S. styles are influencing art both in Europe and Asia. To document this coming-of-age, the editors of *TIME* have published *Three Hundred Years of American Painting*, one of the most comprehensive books ever to be produced on the subject. Written by *TIME* Art Editor Alexander Eliot, it presents in 250 color reproductions an assortment of the works of 147 painters, accompanied by

a lively chronicle of their lives and aspirations.

As shown by these five works which were selected from *TIME*'s book, American painting has gone through many styles and trials, ranging from what the book calls the "homespun" realism of the 18th Century Copley (left) to the "ambiguous" expressionism of the 20th Century De Kooning (right). Though periodically isolated from foreign cultural worlds, American painters have kept up with and occasionally gone beyond the art developments of their times. Though their products are remarkably individualistic, they have shown a continuous devotion to the look and life of America. Their art, says the book, "vigorous, varied and spacious as the continent itself . . . opens a thousand windows on the American heritage. . . ."

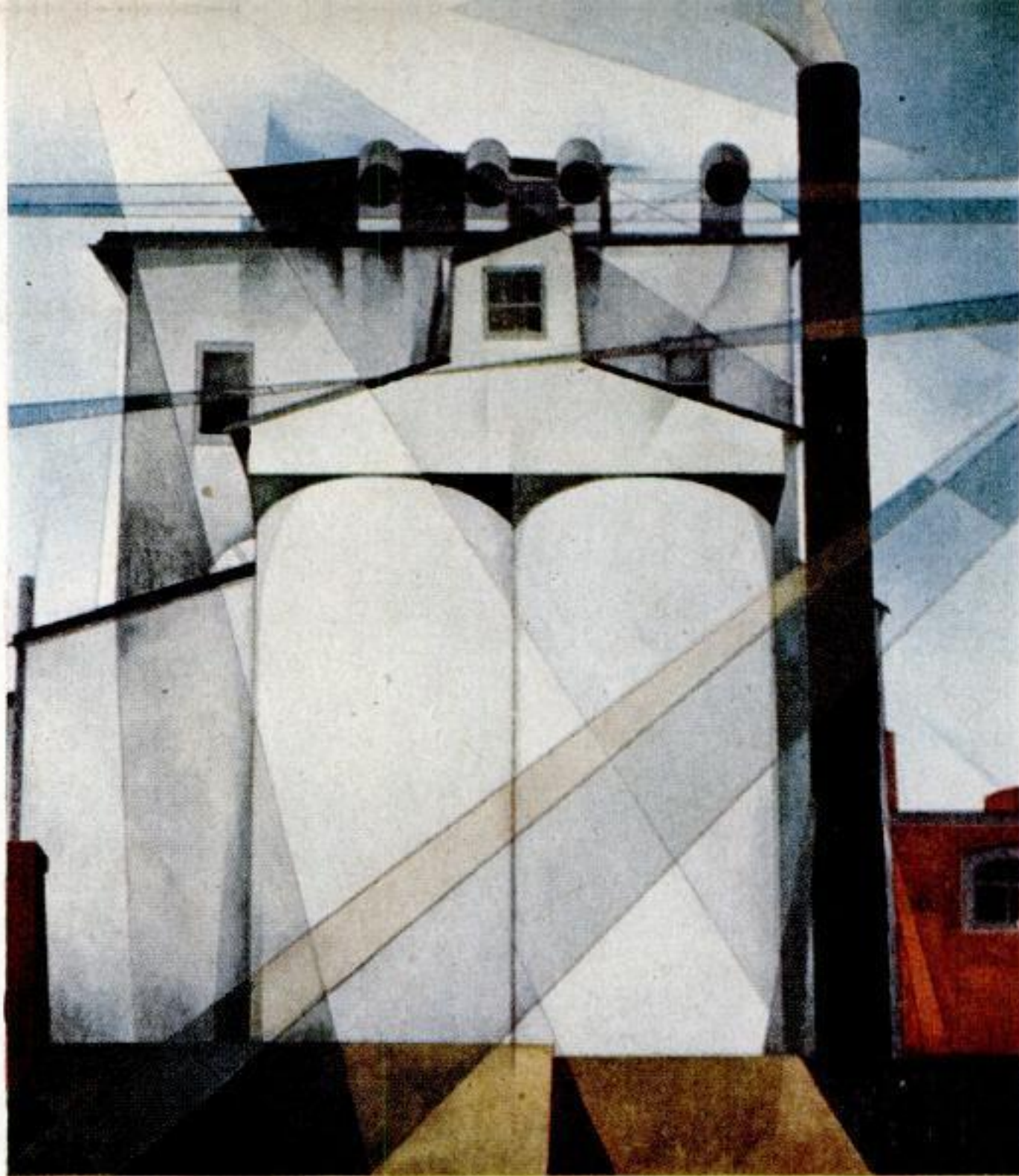




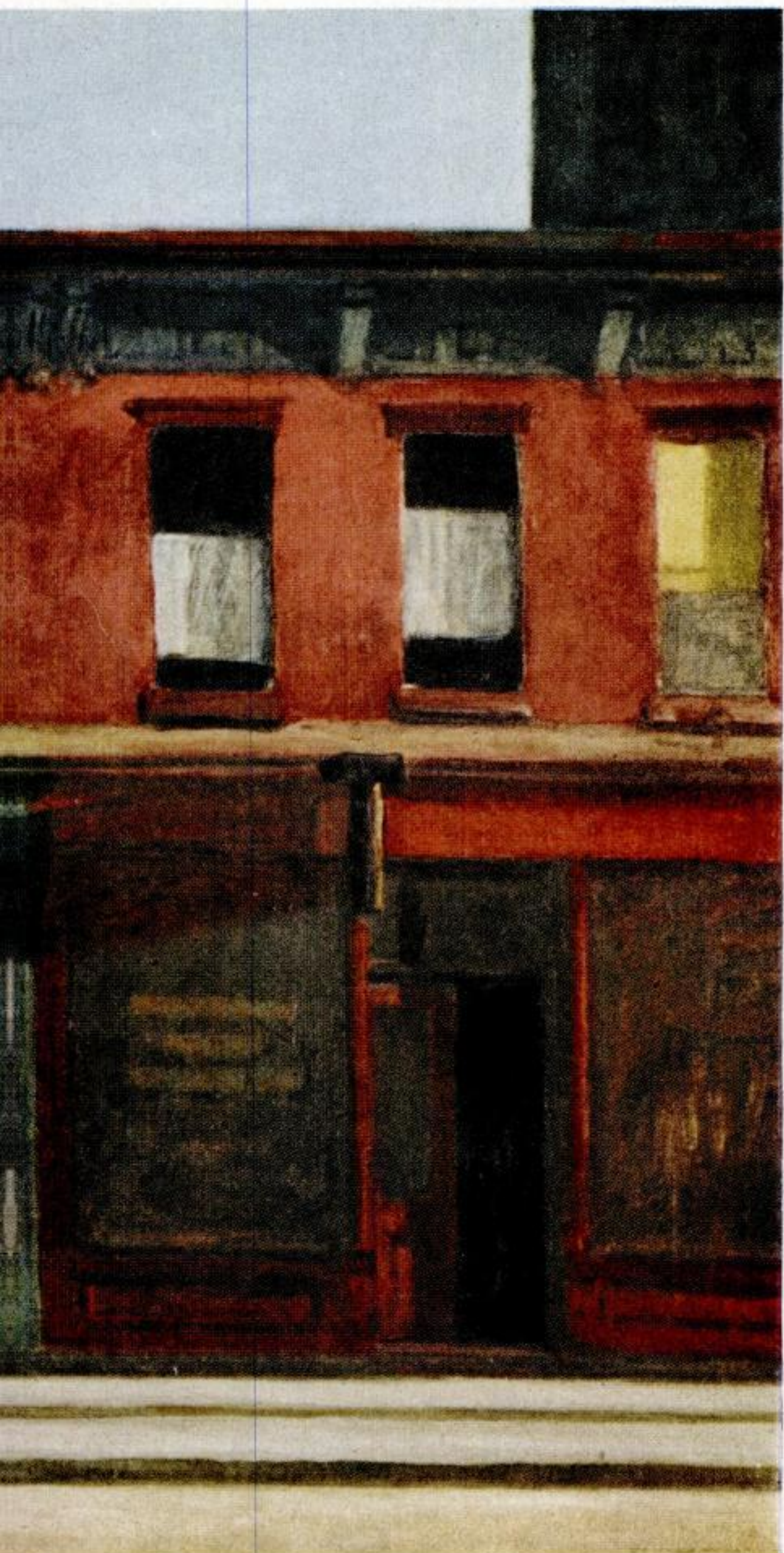
## ART



**EXPRESSIONISM**, highly abstract, has won fame and following for Willem de Kooning who did *Gotham News* (above).



**CUBISM**, absorbed by Charles Demuth in Paris, was translated by the artist into a style of transparent geometric planes in 1927 painting of grain elevators.



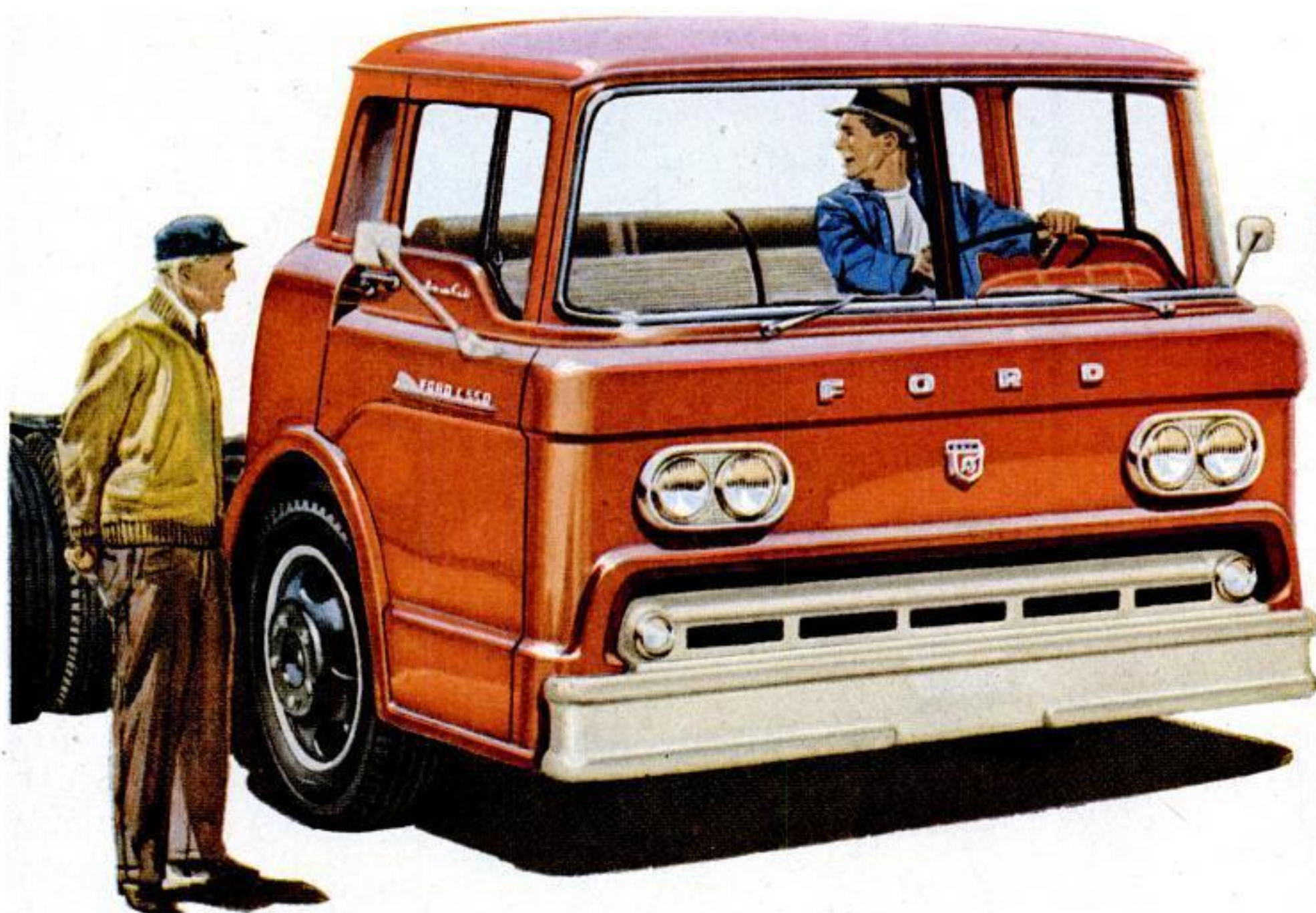
**ROMANTIC REALISM**, a dominant strain in American painting, is epitomized by *Early Sunday Morning* (left), a melancholy city scene which was painted by Edward Hopper in 1930.



**IMPRESSIONISM** was anticipated by J. M. Whistler around 1865 when he painted London's Old Battersea Bridge in a misty harmony of blue and gold.



# Step in...NEW '58



NEW TILT CAB TRUCKS... lowest priced\* tilt cab line in America! Six new series, up to 60,000-lb. GCW, are typical of the wide choice in Ford's heavy-duty line.



NEW 58 FORD PICKUP. Modern Styleside body is as wide as the cab and standard at no extra cost!

(Background) NEW 58 FORD RANCHERO—America's first work or play truck!

# Step ahead....with all

Meet America's newest, most modern trucks—Ford for 58! Discover the new advances in this pacesetting line. See the important advantages that help you do your job better and at lower cost!

Then match your specific requirements against Ford's over 300 new models. Whatever your need—from half-ton pickup to heavy-duty tandem—Ford's got it! And *you'll* get a truck that costs you less to own, less to run and lasts longer, too.

So see your Ford Dealer today and step ahead with America's most modern truck—built modern to cost you less.

**NEW capacity!** Extra-wide Styleside Pickup bodies have up to 41% more load space than competitive pickups... biggest load space per dollar!

**NEW savings!** Only Ford offers the modern styling and extra capacity of Styleside Pickup bodies at no extra cost!

**NEW easy ride!** Scientific Impact-O-Graph ride tests have proved amazing superiority of Ford's suspension over competitive pickups... a ride mighty close to that of a car!

**NEW comfort!** "Driverized" cabs have non-sag seat springing, suspended pedals and weather-protected inboard steps.

'58 FORD TRUCKS - FIRST WITH THE FEATURES THAT COUNT!



# FORD TRUCKS



**that's new...costs less, too!**

**NEW power!** More powerful, more rugged V-8 engines! And only Ford offers Short Stroke economy in both Six and V-8!

**NEW Safety!** "Safety Vision" dual headlights... Lifeguard steering wheel... and double-grip door latches... standard on all Ford Trucks!

**NEW Tilt Cab saving!** America's lowest priced\* Tilt Cab line... hundreds of dollars less!

**NEW "fine car" conveniences!** Ranchero offers all power assists, even power windows and air conditioning, factory-installed, at Ford's low prices.

\*Based on a comparison of factory-suggested list prices

*The big fleets buy more Ford Trucks than any other make !*

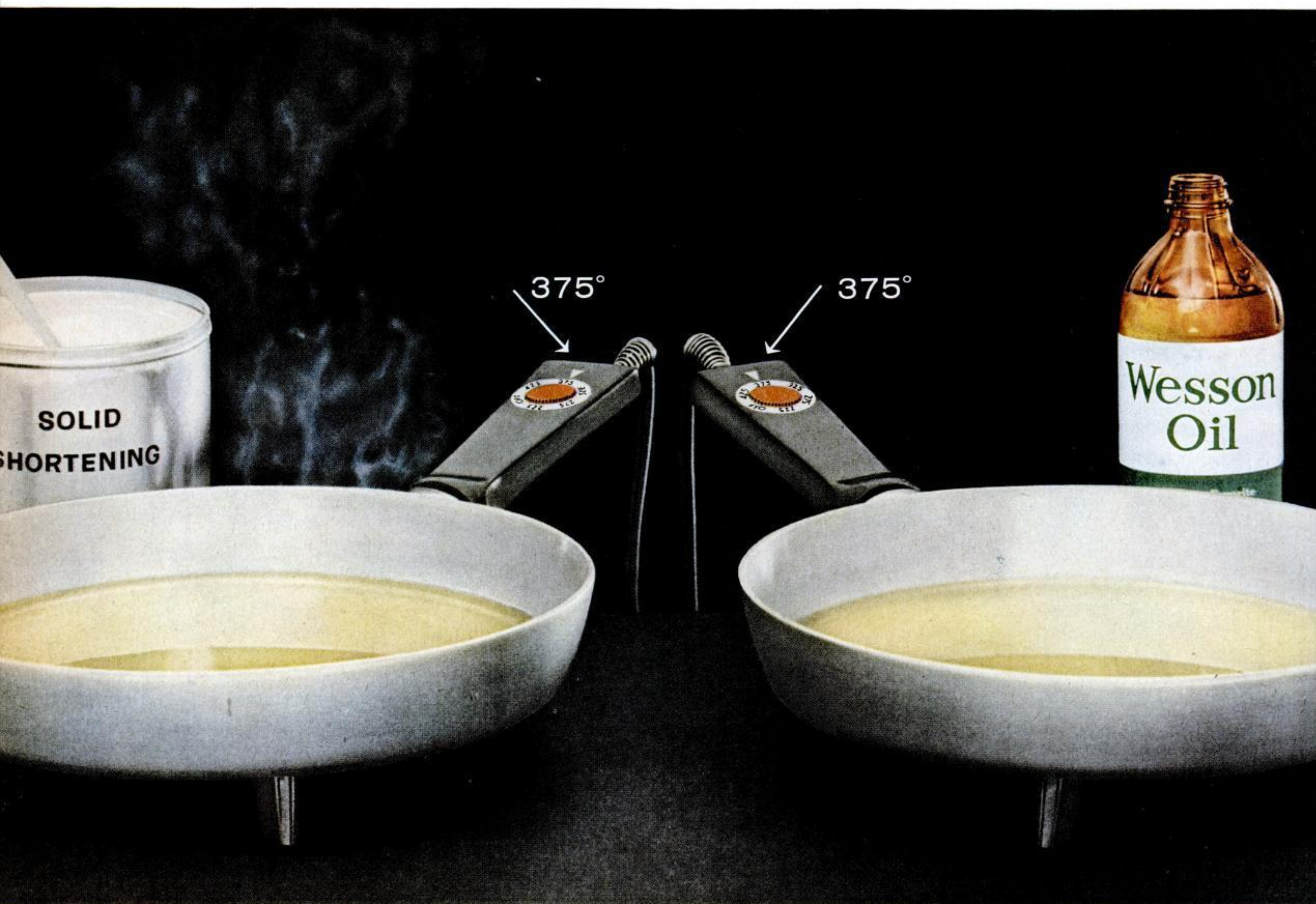
**FORD TRUCKS COST LESS**

**LESS TO OWN... LESS TO RUN... LAST LONGER, TOO !**



# Wesson<sup>®</sup> Oil

## takes the smoke out of frying!



**SOLID SHORTENINGS SMOKE BECAUSE** they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

**WESSON OIL DOES NOT SMOKE BECAUSE** it is *all* shortening in its purest form—nothing added. So clear and brilliant, so light in body, Wesson sparkles as it pours. No other as fresh, as pure and as light.

© 1957 WESSON OIL & SNOWDRIFT SALTS CO.

### Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Digestible frying—more safely prepared than with costliest solid shortenings

Easier and thrifty—Wesson's the shortening you pour and can use again and again

**NEW!**  
**NO-DRIP BOTTLE**

Stops mess—stops waste.  
Only Wesson Oil has it!





CLOSE-UP

# **'I Prefer Villains and the Sinners'**

**Opera Baritone George London**



CONTINUED

Copyrighted material





Chair designed by  
Knoll Associates

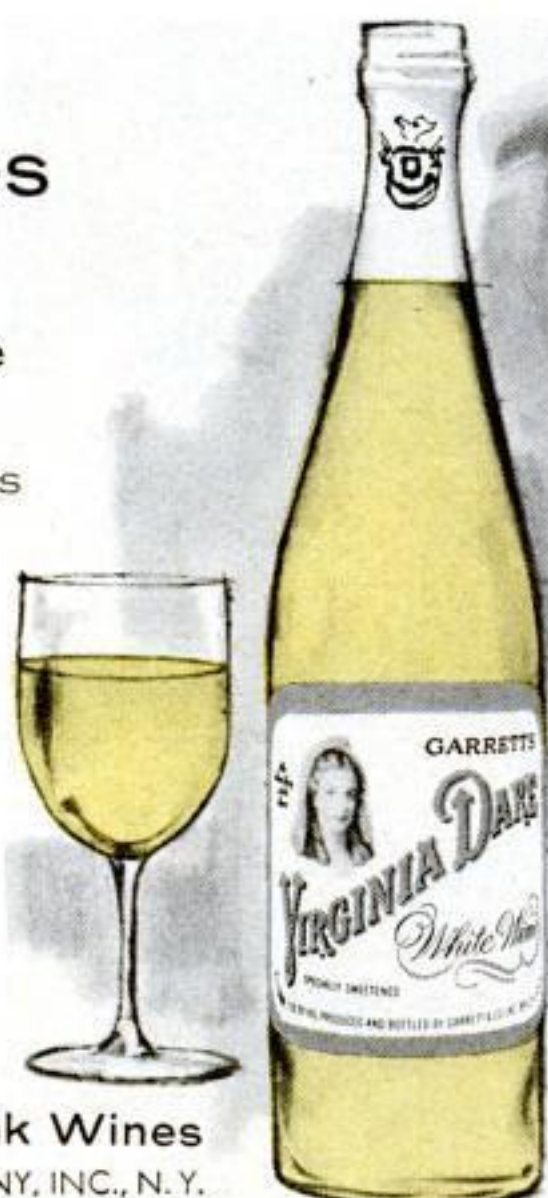
Purely American!

## Virginia Dare

The American wine  
blended for  
American tastes

Mellow Virginia Dare White Wine  
is truly "vintage American"...  
from the harvesting of its choice grapes  
to the smart, tapered bottle  
that graces your table.  
And whether it comes home  
as a delicious surprise,  
or goes visiting as a thoughtful  
gift to host and hostess...

It's bound to make folks...  
"say it again! Virginia Dare!"



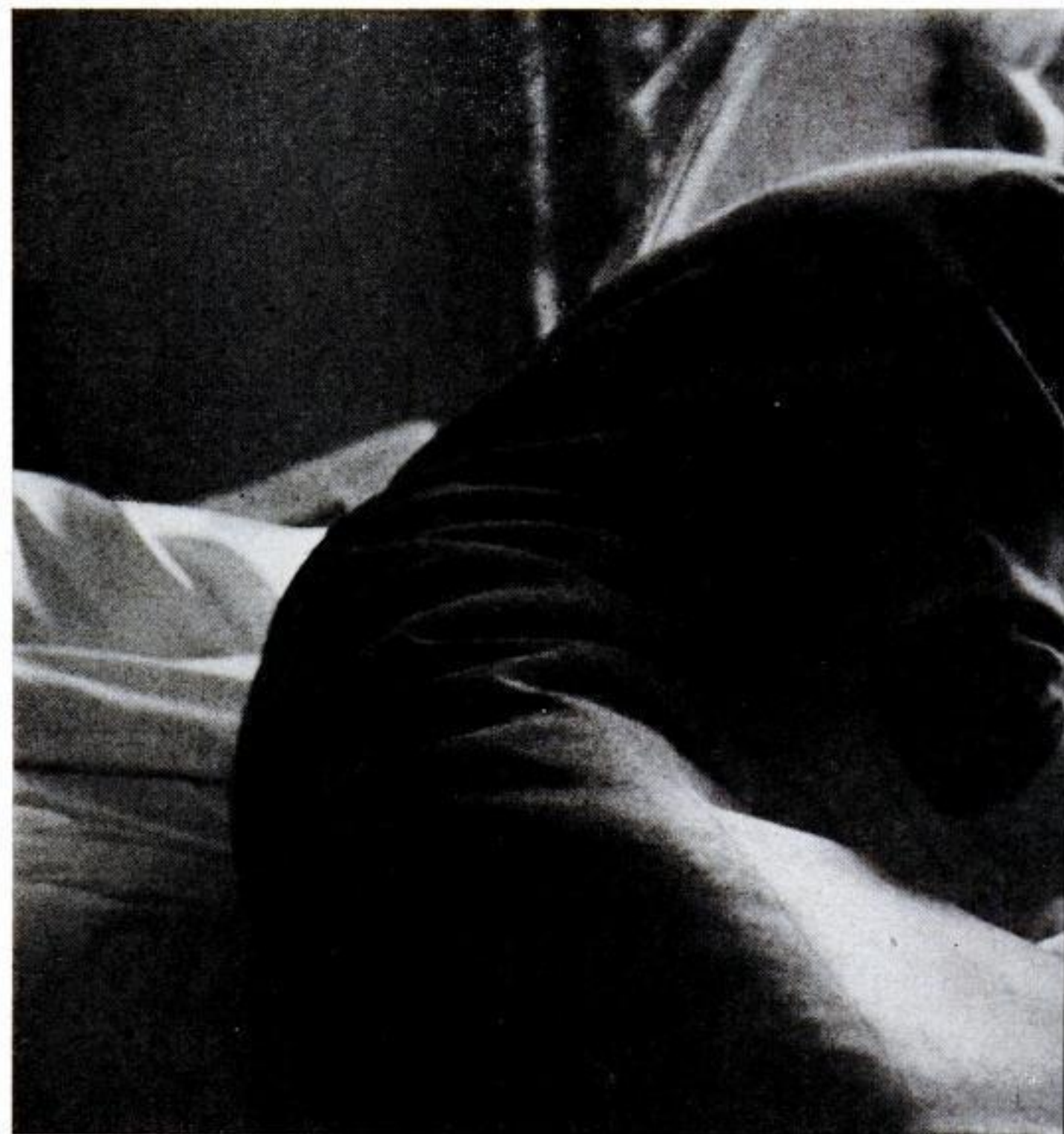
VIRGINIA DARE Red, White and Pink Wines  
GARRETT & COMPANY, INC., N. Y.

LONDON CONTINUED

## Evil roles give Met singer his success

**L**AST week, as New York's Metropolitan Opera opened for the season, George London was once again just what he wanted to be. He was a deep-dyed, black-souled villain, singing the title role in Tchaikovsky's *Eugene Onegin*, showing Met patrons another character in his notable roll of dishonor. As Mephisto in *Faust* (shown on previous page), which London considers "a study in pure evil," the libertine in *Don Giovanni*, as the dreaded Scarpia in *Tosca*, he had made his musical mark as a specialist in malevolence. "If I cannot identify wholly with the evil in these characters," London explains, "they will never be right. It's those sinners, both repentant and unrepentant, who fascinate me." With them, and 11 other roles, 37-year-old George London has become the best all-round operatic bass-baritone in the business today.

Born in Montreal, he got most of his schooling in Los Angeles. When he settled on opera, he decided that success in Europe was the best way in to New York's Met. He made his debut in Vienna in 1949 singing Amonasro in *Aida*, and started with the same role at the Met two years later. Since then, life for London has been one long busy string of successes in Vienna, Bayreuth, Glyndebourne and New York. "One day you may be singing in the shower and it sounds pretty good," he says. "You try it on someone and he agrees and you're off—and into all this!"



EVERY morning, quite late, London's wife Nora awakens him with orange juice and the newspapers. She took singing lessons before she met him, now confines her music to listening.





AT HIS New York apartment, London turns his vocal skills on his daughter Marina. The child was named after soprano role in *Boris Godunov*, a favorite London opera.

*"When I sing to her at home she la-la-las right back at me, and not to seem immodest I think she imitates my way of singing. Otherwise she doesn't seem to be taking after me—after what I call the Dostoevsky in me. I think it may be that she has her mother's disposition."*



*"Nora knows how to keep unpleasant things away. She was born in Germany and has lived here and in France. She helps bridge the gap between the European and U.S. cultures."*

CONTINUED

PRIGENT

Where you find  
the **Eagle** label,  
you find absolute  
fashion authority.  
In fabric as  
in tailoring,  
**Eagle Clothes**  
exemplify  
the new era of  
elegance  
in men's wear  
at its  
finest.

**DRESS RIGHT**—you can't afford not to

For name of nearest dealer, write now to  
Eagle Clothes, Inc., 1107 Broadway, N. Y. 10



a medically-proved  
drug-free way to help

# EASE TENSION RELIEVE PAIN EASE FATIGUE

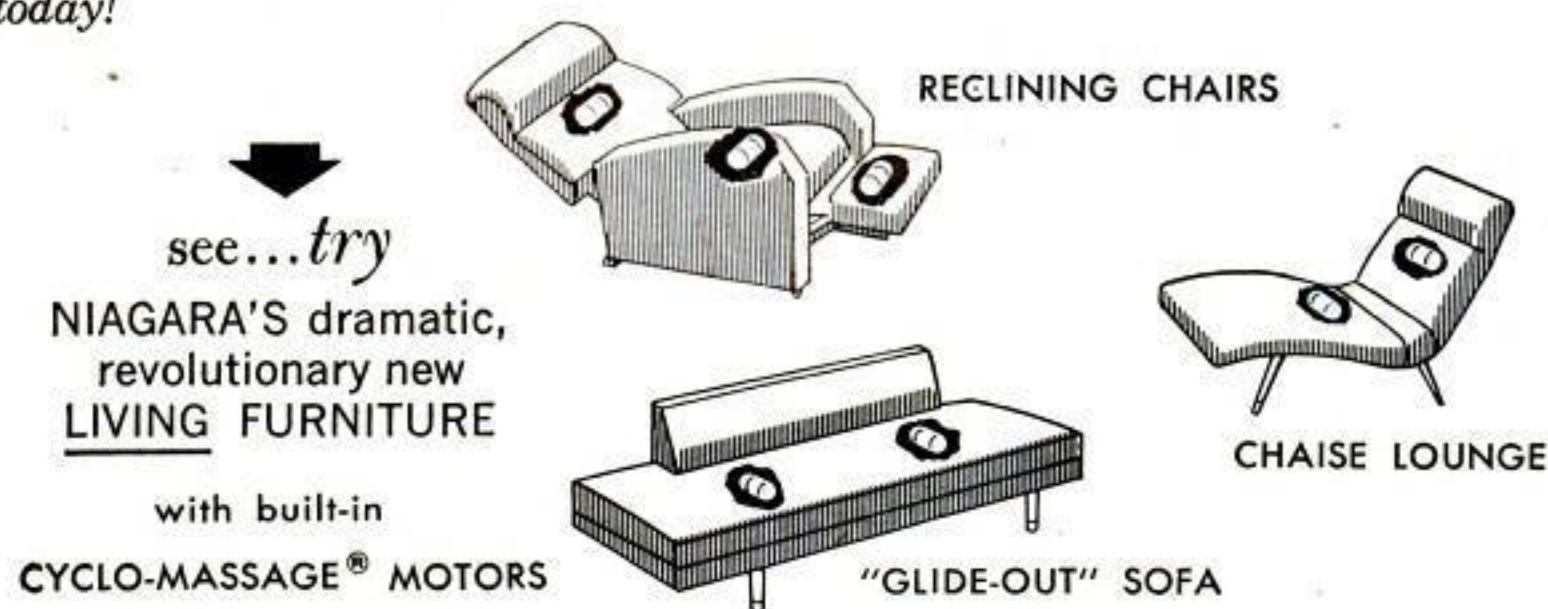


The THERMO-CYCLOPAD SET includes the Heat-Massage Pad to sit on, lie on, lean against, and the versatile Hand Unit to use all over the body.



The INCOMPARABLE  
*Niagara*  
THERMO-CYCLOPAD®  
HEAT-MASSAGE SET

Experience this most wonderful feeling of well-being yourself—the drug-free exhilaration of *feeling better* . . . relaxed and refreshed, **ALIVE!** The Thermo-Cyclopad—combining heat with medically-proved Niagara Cyclo-Massage—helps you to **rest and relax . . . ease tension and fatigue . . . soothe sore, aching muscles . . . relieve pain of medically-diagnosed chronic arthritis, bursitis, rheumatism.** Millions *already* use Niagara . . . when will you? Get the full story . . . today!



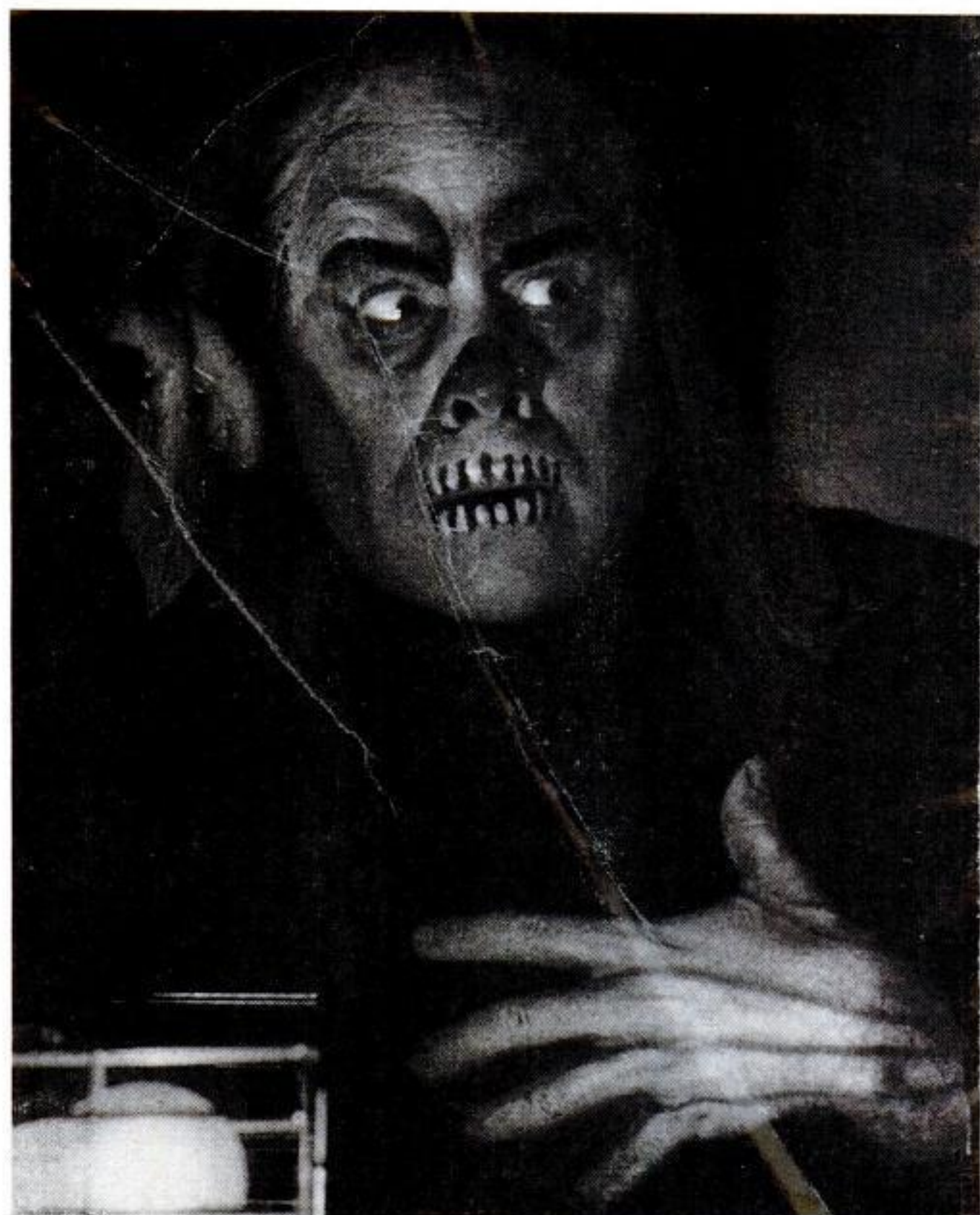
NIAGARA WSWA 6757  
Dept. LF 11-7, Adamsville, Pa.  
Send complete details on Niagara Cyclo-Massage  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
In Canada: Monarch Massage, Ltd., Fort Erie, Ontario  
© 1957 Niagara Therapy Mfg. Corp.

LONDON CONTINUED



IN FINAL SCENE of *Eugene Onegin* at Met opening (above), London sings duet with Soprano Lucine Amara. Below he is made up as fearsome Dr. Miracle in *Tales of Hoffmann*.

"In the theater the fact that an actor can be so many different persons is a kind of proof that there's a broad range from good to evil at the same time within him. All sorts of real factors within the actor come out in his portrayal. When you're applying stage make-up you can't just take a perfectly bland face and put lines and shadows on it. The lines can only accentuate what is already there."







Smiles Moments

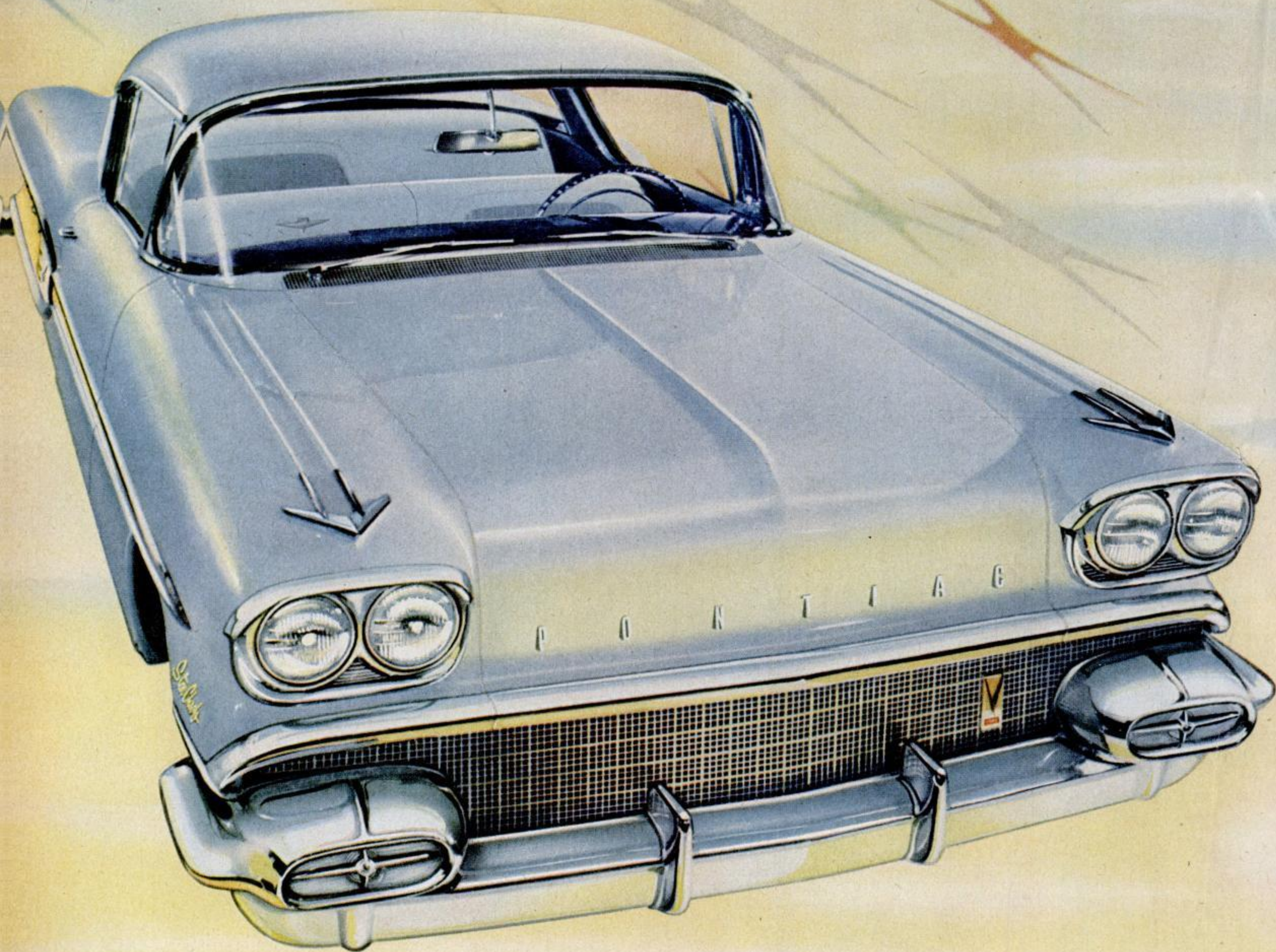


America's favorite breath-takers

...still only 5¢



# A NEW KIND OF



Star Chief Custom Catalina Coupe

## THE GOLDEN JUBILEE CAR



*It's a revolution on wheels—boldly planned from the very beginning as a Golden Anniversary showpiece for Pontiac and General Motors.*

The result is a car unlike any you have ever known. It is the Bonneville—a brilliant new series for Pontiac. This Golden Jubilee car is a breathtaking blend of sports car roadability, town car luxury. And it is the perfect repre-

sentative of this whole new breed of cars—four totally new lines, sixteen sleek new models. In all of them you'll find bold and basic Pontiac engineering advances—advances that will trigger the next big change in automobiles. For instance there's a revolutionary new air ride, a radical new frame, and a new kind of body with steel beams to protect you from every angle.

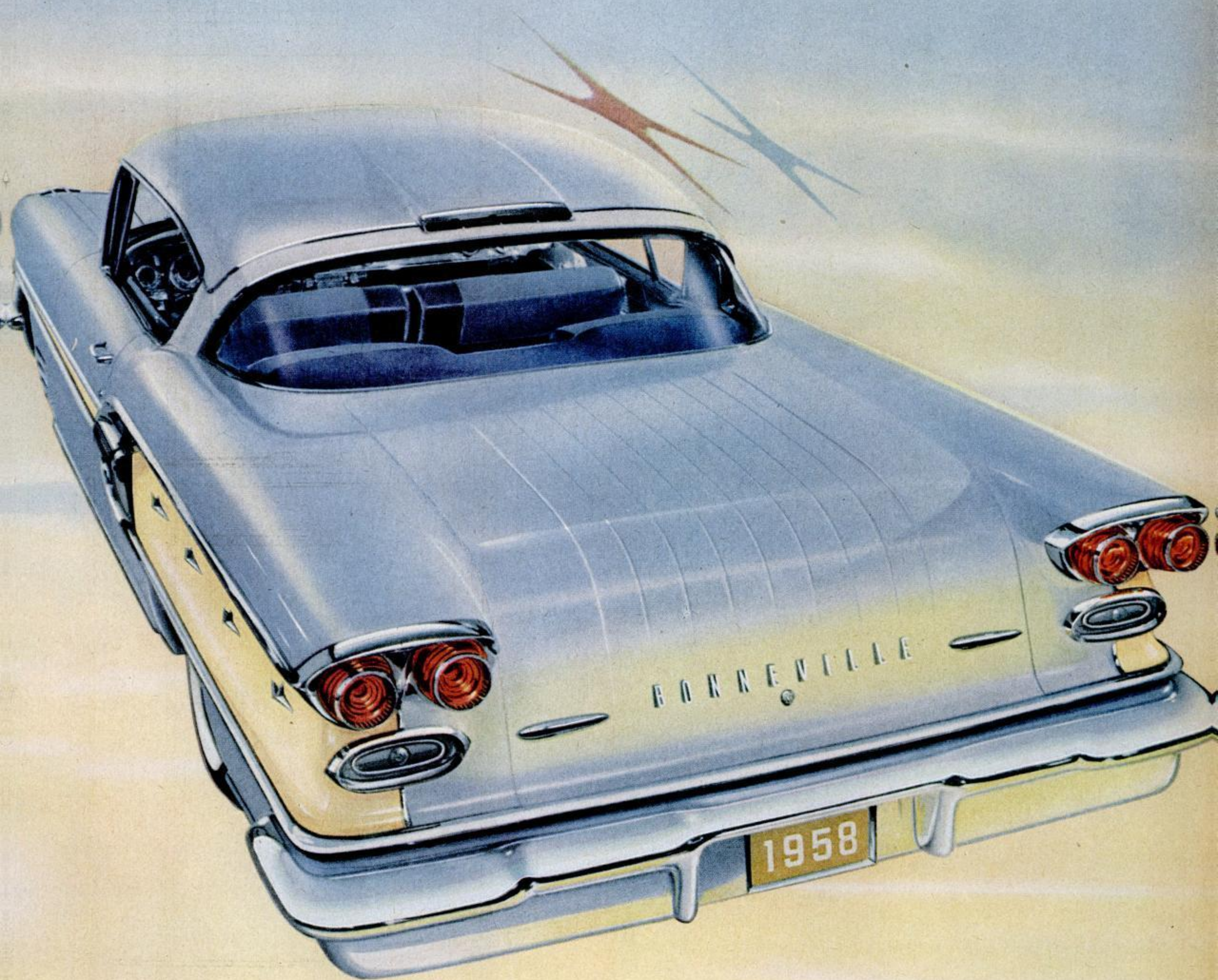
And there's much, much more: new jeweled action power; a new transmission; new styling . . . and the unbelievable luxury of new fabrics, and wall-to-wall carpeting that you'll find *even in the lowest priced models*. Stop in at your dealer's showroom and see for yourself—no car in history ever left yesterday so far behind!

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

# MEET THE BOLD



# CAR IS BORN!



*Bonneville Sport Coupe*

## NEW PONTIAC

**Ever-Level Air Ride\***

**New Direction Styling**

**Circles-of-Steel Safety Body**

**Tempest 395 Performance**

**Aero-Frame Chassis**

**Quadra-Poise Suspension**

**Four Brilliant New Lines—Chieftain, Super Chief, Star Chief and Bonneville**



**Fuel-Injection\***

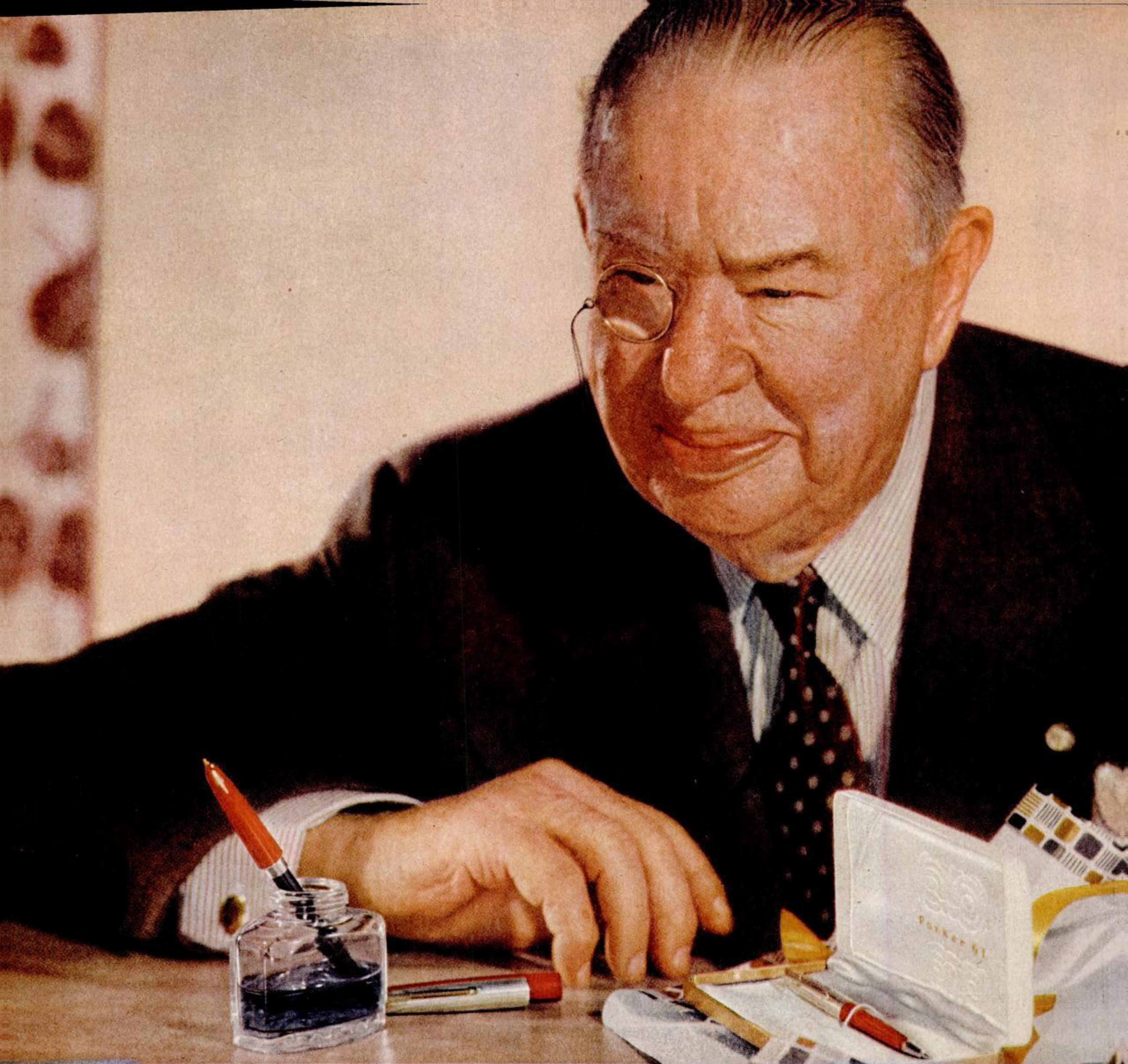
**Tri-Power-Carburetion\***

**Safe-T-Track Differential\***

\*An extra-cost option.

## BOLDEST ADVANCE IN 50 YEARS





COPYRIGHT 1957 BY THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN, U.S.A., TORONTO, ONTARIO, CANADA

### New kind of pen even fills itself by itself—this new way

This man has received a unique gift . . . and he's watching something revolutionary happen. It's a new Parker 61 literally drinking up ink all by itself by capillary "suction." He has simply removed the barrel cover, and set the pen in the ink upside down. It fills full in seconds. Now he'll lift the Parker 61 from the ink. No wiping needed because ink can't cling to the special barrel surface. This entirely new filling method is just one among many wonders of the Parker 61. It's virtually shockproof. Has no moving parts to get out of order. The ink supply is oversize. Writes cleanly, clearly, smoothly even when held point up, or when high in an airliner. The classic beauty of the Parker 61, the distinctive colors, the gleaming caps of precious metals — all make this new pen a most discriminating choice—for yourself, or as a gift. The Parker 61 Capillary Pen is \$20.00 or more. Visit your Parker Franchised Dealer.



# Parker 61

## Capillary Pen

Unlike any other pen in this world

Copyrighted material



# A 'Mother Bank' for sick infants



## SUBSTITUTE PARENT HELPS LONELY BOY

Agonized and outraged, two-year-old Tommy Quinn presented a dual problem to Children's Memorial Hospital in Chicago. That morning his mother had brought him there and left him wailing in a strange crib (*left*). Now, physically ill, he was emotionally too upset to respond properly to medical treatment. His type of misery was just what the hospital was equipped to handle. No sooner had his mother left than a comforting, gray-haired lady came in, called from the hospital's "Mother Bank."

The Mother Bank is a unique medical experiment. Believing a bank of affection can be as useful to a hospital as an eye bank or a bone bank, Dr. Henry Fineberg, the hospital's psychiatrist at the time, started it because he knew that ill infants recover faster—and sometimes recover only—if they get loving care. The Mother Bank consists of four women who work without pay five six-hour days a week with hospitalized children.

Tommy's hospital mother was Mrs. Ella Kettell, a 60-year-old grandmother who, feeling useless after her own children were grown, had volunteered for the Mother Bank. In Tommy she had a tough case. He had had chicken pox when his mother had been too sick to care for him, had refused to eat. He became undernourished, was suffering from anemia and swollen with edema (excess water in the tissues).



**COMFORTER.** Mother Bank's Ella Kettell, tries to console squirming, distraught, rebellious Tommy.

**SOBBING CHILD.** Tommy Quinn, feels utterly forsaken as he sits behind bars of his hospital crib.



## Firmness, devotion and its reward



**INITIAL REBUFF** greets Mrs. Kettell when she vainly coaxes Tommy to eat dessert he spurned at first hospital lunch. She did not force him to eat.



**FIRST SUCCESS** for Mrs. Kettell comes when, trying to get Tommy over his sulks, she interests him in building blocks. He no longer feels lonely.



**PROMOTING CONFIDENCE** in Tommy, Mrs. Kettell encourages him to hold her hand, strut about and show his shoes to nurses before going outside.

**CHEERING HIM ON** so he will exercise, Mrs. Kettell claps hands as Tommy lunges on a rocking horse. This relaxed him, gave him better appetite.

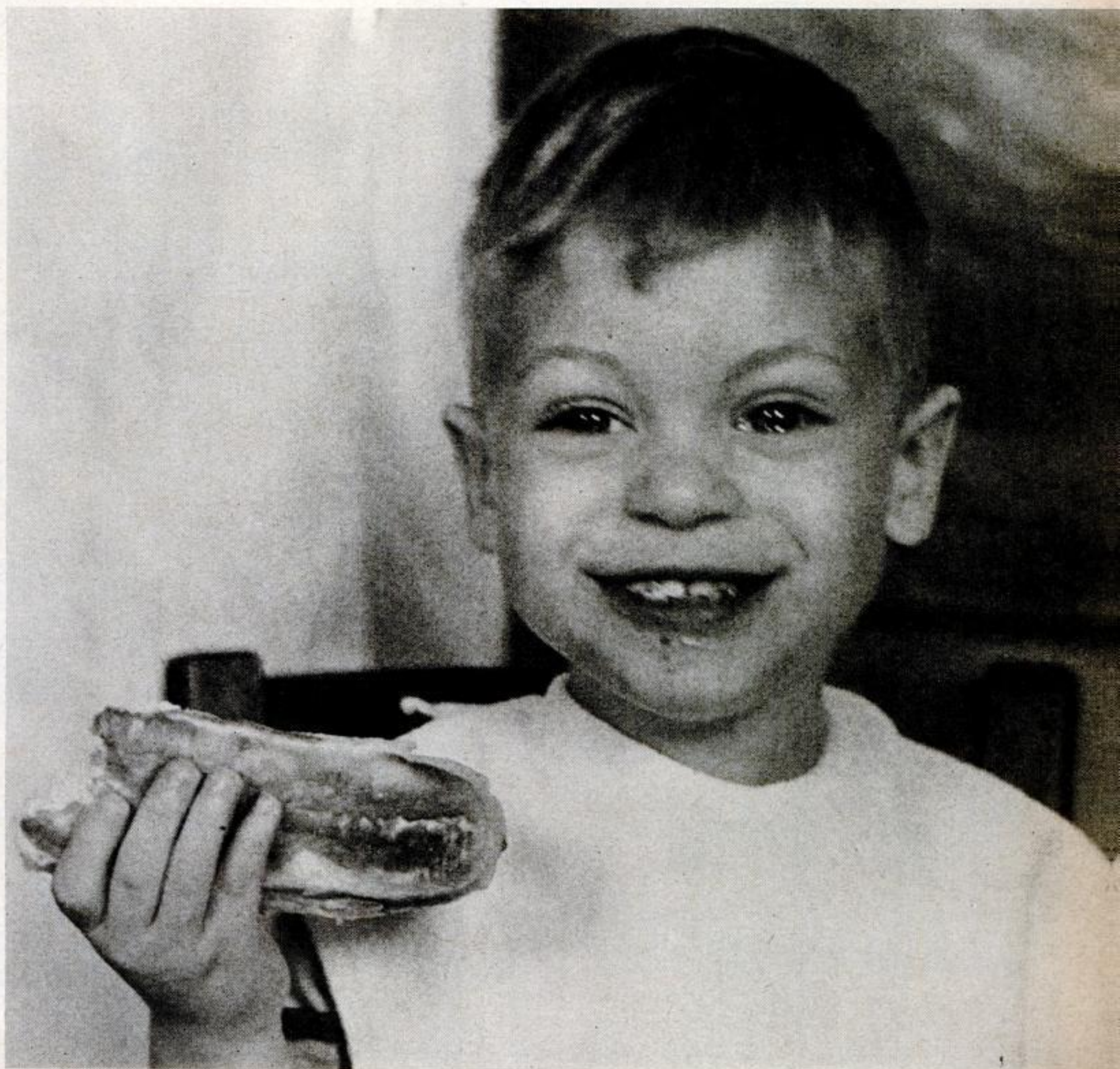






**CUDDLING TOMMY,** Mrs. Kettell hugs him when he clings after refusing to eat his meal. At home, Tommy's mother had been unwell and had

given in to him when he spurned meals, letting him nibble crackers instead. But Mrs. Kettell, though loving, was firm: no snacks. Tom soon got hungry.



**HAPPY RESULT** of Mrs. Kettell's care is a gay, healthier Tommy, here downing hot dog after three weeks in the hospital. Her calm discipline yet fond

attention paid off. Though he still did not like to eat, he got through most of his meals, started to gain weight, was cured of anemia, became peppy.



## Maternal switchback after the cure



**READY TO LEAVE** after month's stay in hospital, Tommy shows Mrs. Kettell, whom he now calls "Grandma," cap his mother (right) brought him.



**LOOKING WISTFUL**, Tom is long-faced when hugged for last time by Mrs. Kettell. She had commuted two hours daily to be with him in hospital.

**WAVING GOODBY**, Tommy leaves with mother, who learned from Mrs. Kettell how to deal with him. At first resentful at home, he now is adjusted.







CYRIL RITCHARD, DISTINGUISHED STAR AND DIRECTOR OF STAGE, TV AND OPERA

**“SMIRNOFF, MY DEAR LADY, HAS NO LIQUOR TASTE”** “This,” says Cyril Ritchard, “is the Smirnoff paradox: it pleases all tastes because it virtually *has* no taste!” In a Smirnoff vodka drink you taste the *other* ingredients, not the vodka. Into your favorite fruit juice, your best-liked soft drink, pour an ounce or two of Smirnoff Vodka. Or make a Collins with it, or a Vodka and Tonic. (Your man will know how.) You’ll find that Smirnoff adds a subtle something to these well-loved drinks without changing their delicious flavors. Caution: make sure you get smooth, flawless *Smirnoff* Vodka, standard of the world since 1818. Remember, you *drink* it!

• *the vodka of vodkas*

**Smirnoff**  
THE GREATEST NAME IN **VODKA**



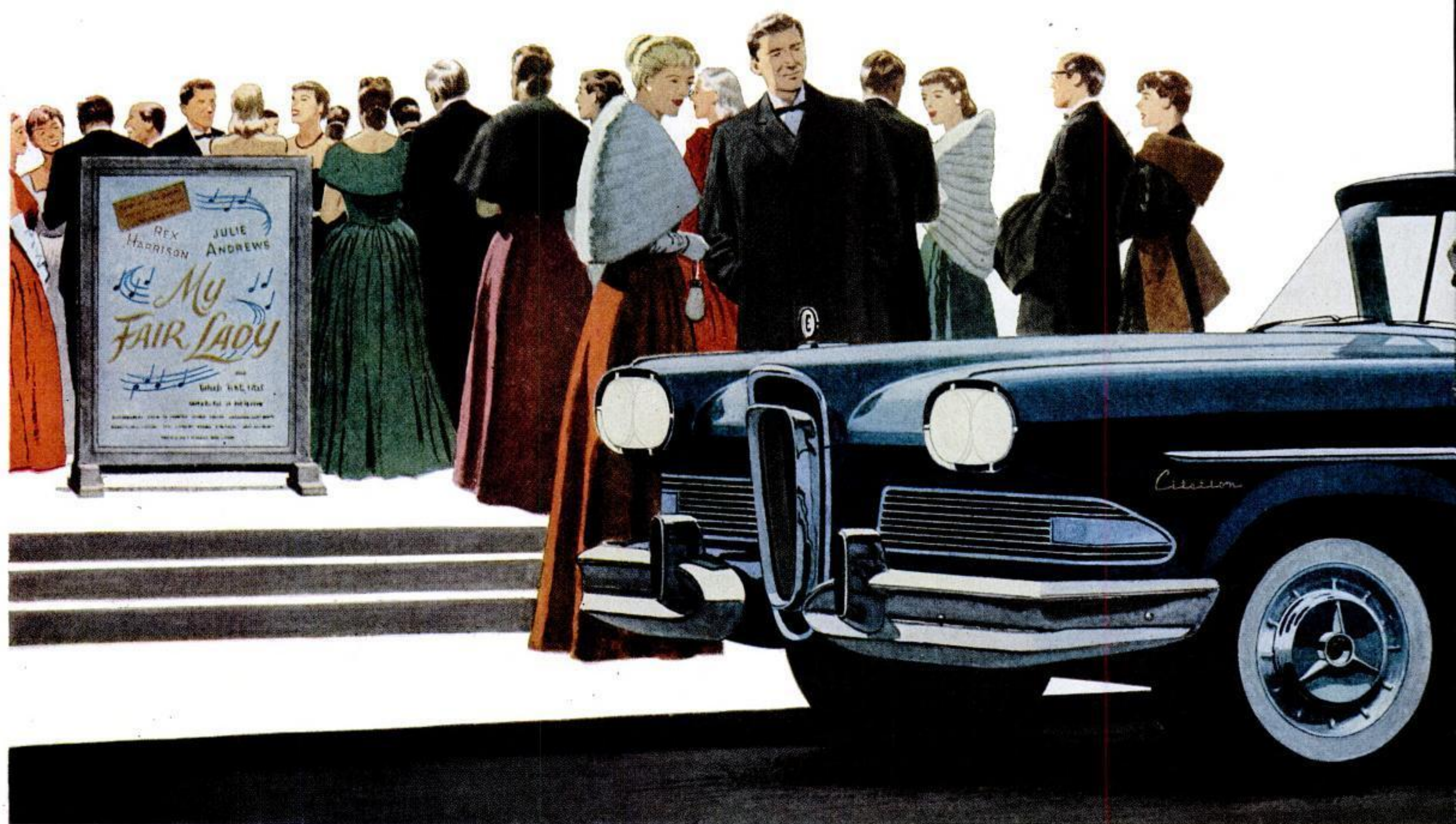
80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONNECTICUT.

Copyrighted material



# This is the EDSEL

"Once you've seen it, you'll never forget it"



**Its elegance,  
its engines,  
its exciting new features,  
make other cars  
seem ordinary**

As its classic vertical grille and low, wide flight deck suggest, the Edsel is elegant in every detail.

And it acts the way it looks.

The newest V-8 engines in the world provide the Edsel with impressively smooth and responsive power. The specifications of these engines—the Edsel 400 and Edsel 475—speak for themselves: compression ratio, 10.5 to one; displacement, 361 and 410

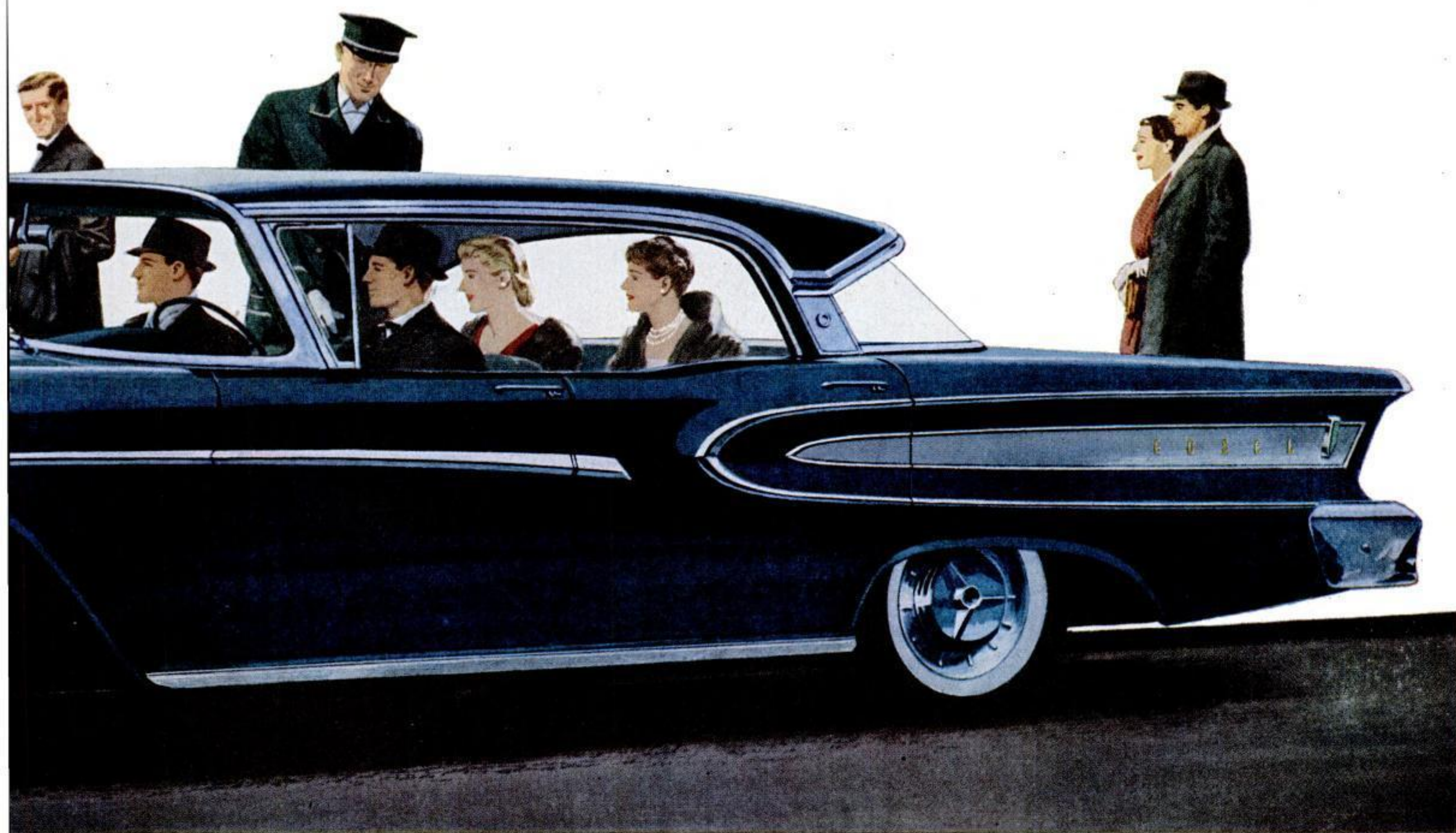
cubic inches; horsepower, 303 and 345; torque, 400 and 475 foot-pounds. You have never before handled a car with this kind of usable power.

An Edsel can shift itself—while you keep both hands at the wheel. Just touch a button on the steering-wheel hub and exclusive Edsel Teletouch Drive does the rest—surely, smoothly, *electrically*.

Even your brakes are different and



"Once you've owned it, you'll never want to change"



*Edsel Citation 4-door Hardtop*

better in an Edsel. For Edsel brakes never need periodic tightening. In the course of your daily driving, they adjust themselves automatically.

Among the Edsel's long list of available new features are: contour seats; a handsome new instrument panel designed to be custom-fitted to your own personal tastes; a single dial that sets heat, ventilation, even air conditioning, at a twist of the wrist; a unique

warning-light system that can tell you when you need a quart of oil or when fuel is down to four gallons.

What does an Edsel cost? Edsel prices range from just above the lowest to just below the highest. You can afford an Edsel. And you can choose from four series—18 models. Your Edsel Dealer invites you to see and drive the 1958 Edsel. Stop in soon.

EDSEL DIVISION • FORD MOTOR COMPANY

1958

# EDSEL

New member of the Ford family of fine cars



Illustrated: Columbia Model 532—High-Fidelity Automatic Console Phonograph with D.E.P., available in Mahogany, Blonde Mahogany, or Walnut finishes. Four speakers. Two jewelled styli. Frequency response of 30 to 19,000 cycles.



# LISTENING IN DEPTH

## A NEW EXPERIENCE IN "360" HIGH-FIDELITY EXCLUSIVE WITH COLUMBIA

\*From a lightly-priced portable with a lively tone to a superb radio-phonograph-tape recorder combination which presents sound at its noblest... you get the world's widest choice of the world's most wonderful sound in 1958 Columbia Phonographs. And 1958 brings an entirely new principle in sound engineering: D.E.P.\* (Directed Electromotive Power) which daringly seals the sound chamber for tonal balance throughout the entire range

of human hearing. This exclusive feature, a product of Columbia Sound Laboratory research, makes it possible for you to enjoy "Listening in Depth."

Choose from more than thirty-five new 1958 Columbia Phonographs in a wide price range. Hear D.E.P.,\* the exciting new principle in sound reproduction. We invite you to inspect these portables, consoles and combinations this week at your Columbia Phonographs showroom.

THE GREATEST NAME IN SOUND... enjoy the Sound of Genius on Columbia Records... protect your valuable records with Columbia Accessories.

from \$29.95 to \$1,995... **COLUMBIA PHONOGRAPHS**

© "Columbia" "360" ® Marks Reg.

\*D.E.P.—Patent Pending





LEOPARD HALTER TOPS A FULL-LENGTH PALE CHIFFON SKIRT. THE SCARF AND A WIDE LEATHER BELT GIVE AN UNEXPECTED CASUAL TOUCH (ANNA MILLER)

# DRESSING UP DRESSES WITH FUR

**A leopard-topped evening gown sets the pace for season's new style**

The manufacturer of the leopard halter evening gown above expected no more than half a dozen orders for the dress. For one thing it cost \$500, and for another it could not be worn more than two or three times unless the owner was willing to risk being known as the leopard lady. But in the few weeks that it has been on the market, 75 copies have been sold from Canada to Texas and orders for it are still coming in. This has created a problem that is familiar to those who are trying to dress on a budget: two

ladies of the same circle have bought the dress, in this case Lauren Bacall and Elizabeth Taylor.

The leopard dress stands out even in a season distinguished for its wide and lavish use of fur. The fashion also takes some less opulent forms, ranging from discreet touches of fur at the shoulders to attention-getting fur hems. All this may give some bright ideas to the home sewer who has thoughtfully stowed away her old slightly worn fur collars and cuffs.

CONTINUED





Be different this year! Warm winter sun smiles on hundreds of uncrowded international beaches—only hours away from home. To Rio (above), Pan Am's your fastest way from both the East and West Coast, U. S. A.

## Fool the weatherman... *and the crowds*



How successful is your big escape from winter when you can't see the sand for the people?

Be a *complete* escapist. Discover your *own* place in the sun. Scores of international playgrounds—unspoiled and uncrowded—are closer than many sun spots at home.

They're waiting: from Bermuda across the Caribbean . . . Mexico . . . Hawaii. And when it's winter in the U.S. it's summer in South America.

Giant Pan American Clippers\* can speed you

there in hours. For instance, only 3 hours from Boston to Bermuda, 5¼ hours New York to San Juan, 9 hours from the West Coast to Honolulu.

And in many places you'll get reduced rates during the height of the winter season. (No tax on the overseas part of your trip either.) Dollar for dollar you can't melt away tensions so fast anywhere in the States. Pay only 10% down on Pan Am's World-Wide Plan, Go Now—Pay Later.

For an exhilarating winter tonic, call your Travel Agent or Pan Am—53 offices in the U. S. and Canada.

\*TRADE-MARK, REG. U.S. PAT. OFF.

### GO NOW—PAY LATER

Round trip	Down payment
Gulf States—Mexico . . . . .	\$8
Boston—Bermuda . . . . .	\$10
New York—San Juan . . . . .	\$11
West Coast—Hawaii . . . . .	\$25



WORLD'S MOST EXPERIENCED AIRLINE





FOX SHOULDER STRAPS are dyed to match gray flannel short evening dress (Anne Fogarty, \$90) and make a startling contrast to the severe material.



FOX HEM borders crepe dress with plunging halter neck (Grenelle-Estevez, \$140). Skirt is new short length and so narrow wearer must mince, not walk.

CONTINUED

## CLEARASIL PERSONALITY of the MONTH

JEANMARIE LUSSIER, Graduate '57, St. Mary's High School, Albuquerque, N. M.



Meet popular Jeanmarie Lussier and a group typical of her lively teen-age friends. She's a budding artist, writer too, and she's going on to drama school. When you're as much the center of activity as Jeanmarie, don't face the embarrassment of pimples...

Read what Jeanmarie did: "I had frequent blackheads and blemishes. I tried nearly everything and had almost given up when I heard about Clearasil. Clearasil ended my problems, and now I've been chosen 'Miss Photogenic of New Mexico'."

*Jeanmarie Lussier*

2135 Eton Avenue, S. E., Albuquerque, N. M.

Millions of young people have proved...

### SCIENTIFIC CLEARASIL MEDICATION 'STARVES' PIMPLES

**Skin-Colored**... hides pimples while it works! CLEARASIL can help you, too, gain clear attractive skin and be a more appealing personality. And now you can get CLEARASIL as a smooth, soothing Lotion in a handy squeeze bottle, as well as in the famous Tube. Either way, CLEARASIL gives you the medications prescribed by leading skin specialists.

**Why Clearasil Works Fast:** 1. CLEARASIL's 'keratolytic' action penetrates pimples. 2. Antiseptic action stops growth of bacteria that can cause pimples. 3. CLEARASIL 'starves' pimples... helps remove the excess oil that 'feeds' pimples. And CLEARASIL loosens blackheads so they 'float' out with washing.

**Proved by Skin Specialists!** In tests on over 300 patients, 9 out of every 10 cases were completely cleared up or definitely improved while using CLEARASIL (either Lotion or Tube). Long-lasting Lotion squeeze bottle only \$1.25 (no fed. tax) or Tube, 69¢ and 98¢. Money-back guarantee. At all drug counters.

*Would your experience help others?*

You, too, may have had skin problems and found Clearasil helped end them. When you think of the distress caused by pimples and the wonderful relief that effective treatment can bring, you may want to help others. You can, by writing us a letter about your experience with Clearasil. Attach a recent photograph of yourself (a good close-up snapshot will do). You may be the next CLEARASIL PERSONALITY of the MONTH. Write: Clearasil, Dept. D, 180 Mamaroneck Avenue, White Plains, N. Y.

**SPECIAL OFFER NOW:** For 2 weeks' supply of CLEARASIL, send name, address and 15¢ to Box 260-K (for Tube) or Box 260-M (for Lotion), Eastco, Inc., New York 46, N. Y. Expires January 15, 1958.

Largest-Selling Pimple Medication in America (including Canada)





**"Golly!  
You mean  
to tell me  
that's our  
old TV?"**



Surprisingly enough, yes! And an RCA Silverama Picture Tube makes all the difference—giving the ultimate in sharp, bright clear pictures.

Leading TV technicians will tell you that RCA Silverama Super-Aluminized Picture Tubes are your best bet. You can expect new brilliance and clarity as a result of outstanding Silverama features. A precision electron gun, RCA-developed super-phosphor, an inner film of reflective aluminum—this is the kind of advanced engineering

you would expect from RCA—the kind that pays off with better pictures on your old TV.

If you're beginning to take a dim view of your TV set, don't despair; but don't delay, either. Just call your local TV technician. Ask him to replace your picture tube with an RCA Silverama.

There's a Silverama for virtually every make and model TV set in use today and, best of all, every Silverama Picture Tube is warranted by RCA for a full year.

**Don't wait until the tube goes.  
Replace now with an**



**RCA**  
**Silverama**  
**SUPER-ALUMINIZED  PICTURE TUBE**

**RADIO CORPORATION OF AMERICA • ELECTRON TUBE DIVISION • HARRISON, N. J.**

See "The Pied Piper" on Tuesday, November 26 in "Living Color" on NBC-TV

## DRESSES WITH FUR CONTINUED



**LYNX BAND** tops a strapless brown silk ball gown (Trigère, \$700). The fur shows off the shoulders and is particularly dramatic on a dress of simple lines.



**LAP OF LUXURY** is provided by a white ermine skirt by Balmain. Worn with a simple velvet top, it costs \$5,950. So far two skirts have been sold.



1866 · For 91 Years The World's Standard of Excellence · 1957

# Longines

THE WORLD'S *Most Honored* WATCH

*Ten World's Fair Grand Prizes · 28 Gold Medal Awards*

HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES

*Official Watch For Timing Championship Sports The World Over*

THE FIRST WATCH OF AVIATION, EXPLORATION AND SCIENCE



*Longines Is The Name To Look For*

You can't judge a book by its cover, nor a watch by its case. If you wish to own or give the *finest* watch obtainable, Longines is the name to look for. This is the significance of Longines' innumerable honors which were won in competition with the finest watches of the world. This, too, is the opinion of those who demand the most in watches

—sports timers, scientists, aviators. *¶* The higher the value you place on time, the greater will be your appreciation for the Longines watch you will call your own. And, among the hundreds of current Longines models, there is one for every personality, for every timekeeping need. Your Longines-Wittnauer Jeweler will be *honored* to serve you.

*The name "Longines" on the dial is your assurance of quality. Left to right: President Garfield—handsome ultra-thin 14K gold watch, \$150; Starlight Splendor S-A 6—six large diamonds sparkle in the 14K gold*

*case, \$395; Fashion—diminutive in size, but impressive in accuracy; 14K gold, \$135; Mayo Automatic All-Proof—self-winding, maximum protection against all common hazards, 14K gold case, \$195. Fed. tax incl. Available throughout Canada at Longines-Wittnauer Jeweler Agencies*

*Longines-Wittnauer Watch Company*  
SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER





another Thanksgiving...but they didn't outgrow their

## Fruit of the Loom S-t-r-e-t-c-h Socks

GUARANTEED! Your children will not outgrow Fruit of the Loom S-t-r-e-t-c-h Socks from one Thanksgiving to the next! And remember, they're guaranteed to give complete satisfaction under the famous Fruit of the Loom Seal! Mothers, s-t-r-e-t-c-h your budget with longer wearing Fruit of the Loom S-t-r-e-t-c-h Socks. At F. W. Woolworth, and department and variety stores in your community.

*Lanolized!* Only Fruit of the Loom S-t-r-e-t-c-h Socks are finished with this revolutionary process that makes the socks smoother, softer...and so kind to your child's tender skin!

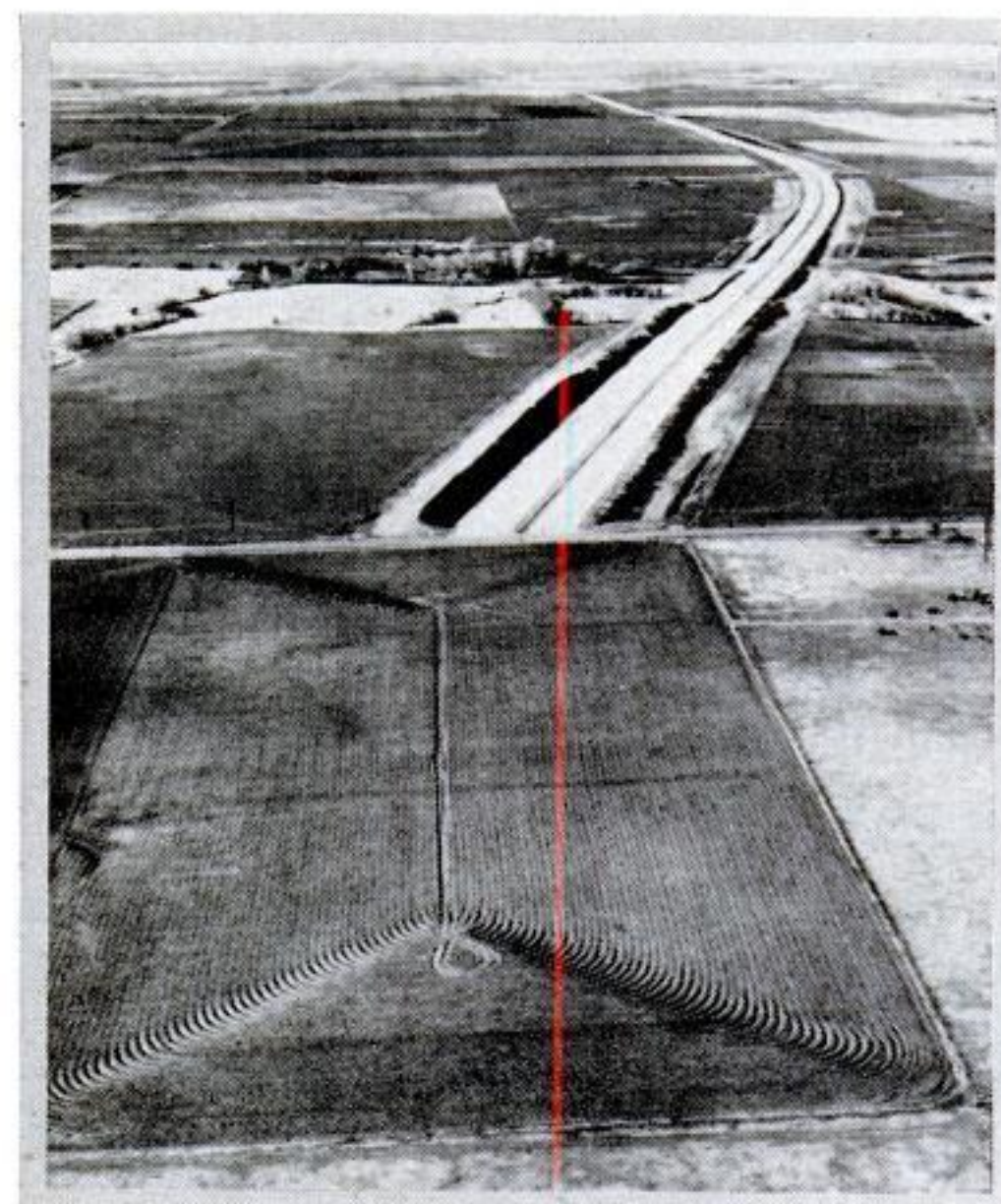
SOCKS FOR THE ENTIRE FAMILY



**Fruit of the Loom Socks** 200 Madison Ave., New York 16  
Division of Chester H. Roth Co., Inc., Licensed Manufacturer



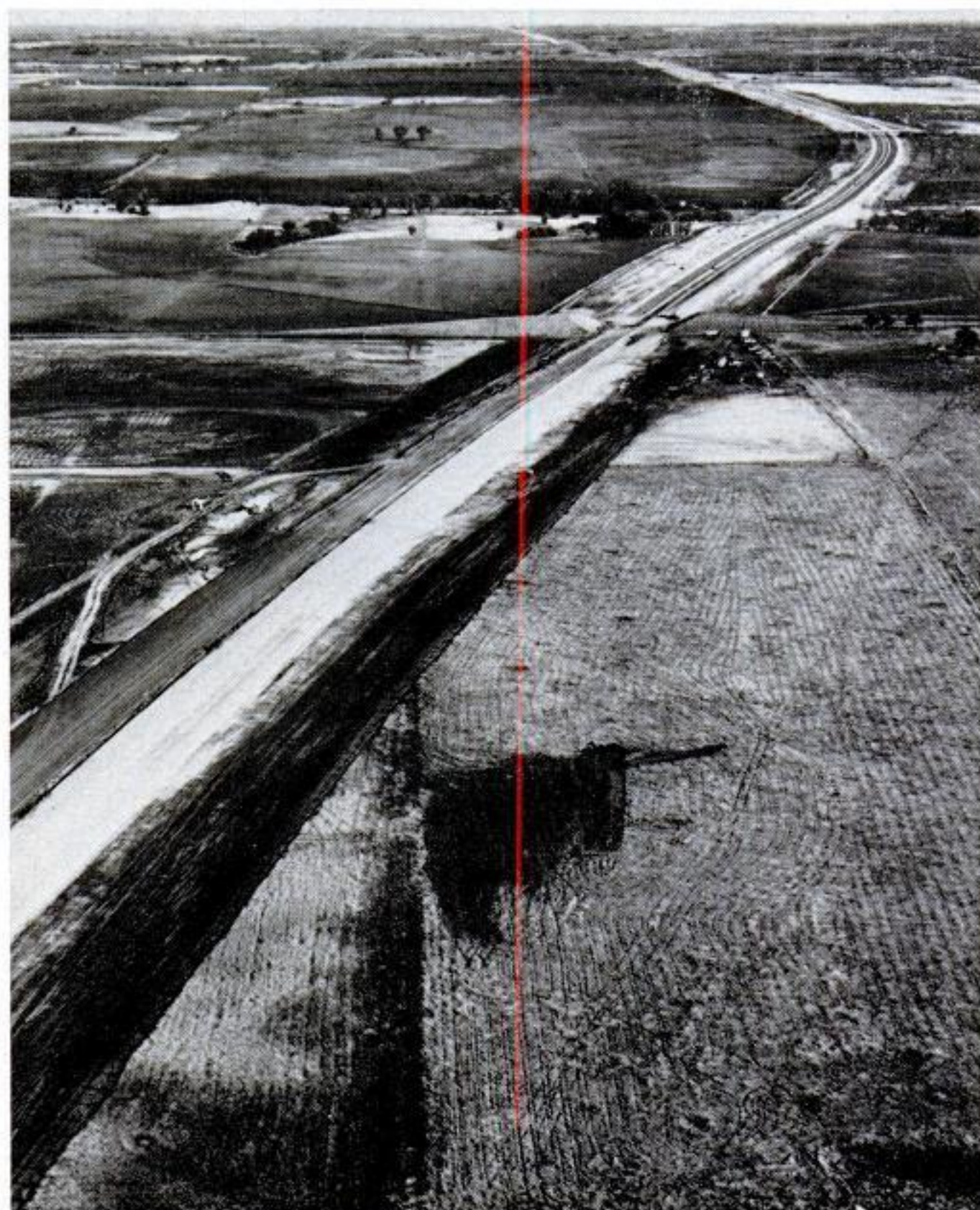
## SEQUEL



KANSAS TURNPIKE ENDED AT SWITZER'S PLOWED FIELD

## UNSTOPPED TURNPIKE

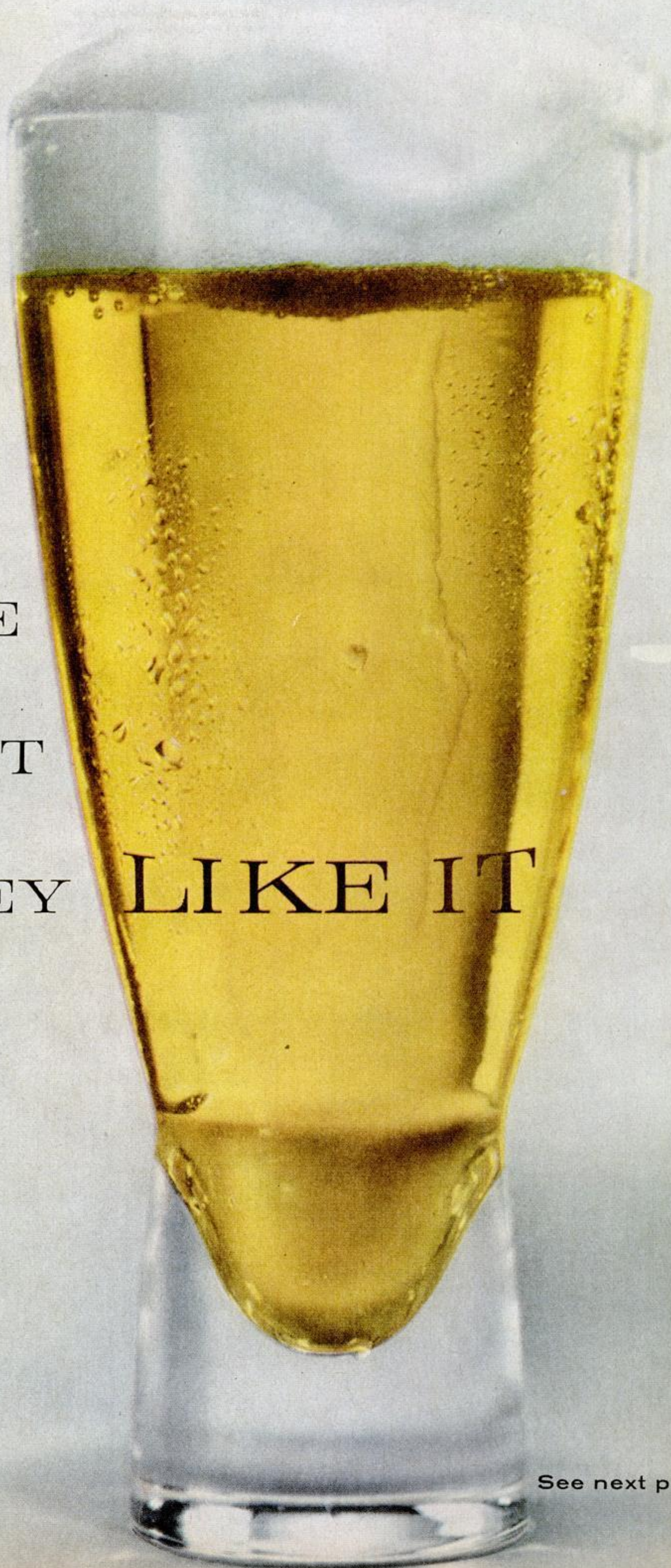
After 22 months of work and expenditure of \$160 million, Kansas built a turnpike that ran from Kansas City through Topeka and Wichita and ended abruptly at Amos Switzer's farm on the Oklahoma border (LIFE, June 4, 1956). It was to be a toll road through Oklahoma to Texas, but Oklahoma decided not to build its share. Since the pike opened last year, some 500 motorists have run off the road into Switzer's field. Switzer periodically plowed part of his field to soften their landings, got used to motorists knocking on his door at night. Oklahoma finally added a stretch that links with route 77, a two-lane road to Oklahoma City. When it opens at the end of the year the featured guest, with the governors of Kansas and Oklahoma, will be Switzer.



**NEW LINK** starts at horizontal road marking state border, then goes through Switzer's field. State plans to add new four-lane free road to Oklahoma City.



PEOPLE  
TRY IT  
AND THEY LIKE IT



See next page...



People try it  
and they like it...



and they call for it  
again  
and again!

*Mabel,*  
*Black*  
*Label*

The friendly, cheerful call...  
for the fastest growing beer of all!



Carling Black Label Beer is the only American beer brewed and served on both sides of the Atlantic. Its popularity and its international reputation for quality have already advanced Carling to a place among the nation's top ten brewers, and this growth continues at a record pace.

Black Label's success story is a simple one! People try it... and they like it. Why don't you try it? You'll like it, too!

CARLING  
*Black Label*  
BEER

*The Best Brews in the World come from Carling*

Carling Brewing Co., Cleveland, Ohio, Belleville, Ill., Frankenmuth, Mich., Natick, Mass.







# Wake up Wonderful!



Firm but gentle—that's the *buoyant* firmness of Beautyrest. So important to rest and comfort!

**You need firmness**, but you don't want hardness in your mattress. And Beautyrest gives you just what you need for refreshing rest—a *buoyant* firmness that pushes up and supports every tired part of your body.

**Beautyrest is made with twice as**

**many springs** as ordinary mattresses, and with springs that are independent and free to push up firmly but gently under the shape and weight of your body. Let the pictures below show you the difference with the buoyant firmness of Beautyrest\*.

**11-year research proves more refreshing rest.** Beautyrest firmness was tested during 3,142 scientific sleep tests measuring mental and physical reactions of actual sleepers.

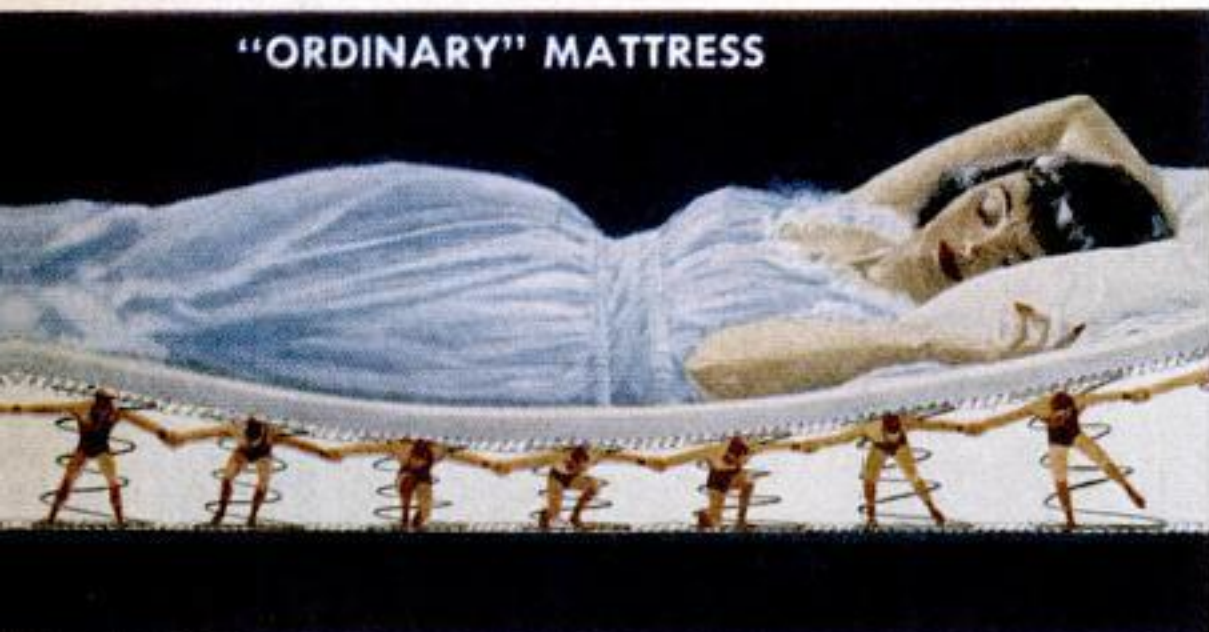
**Result:** *Beautyrest firmness was proved to give more refreshing sleep than any*

*other type of mattress.* Tests conducted by the United States Testing Co., using methods developed by the Sleep Research Foundation.

**Beautyrest at \$79.50 costs least to own.** In spite of costlier construction, endurance tests prove Beautyrest lasts 3 times longer than any mattress tested. With 10-year guarantee, costs about 2¢ a night.

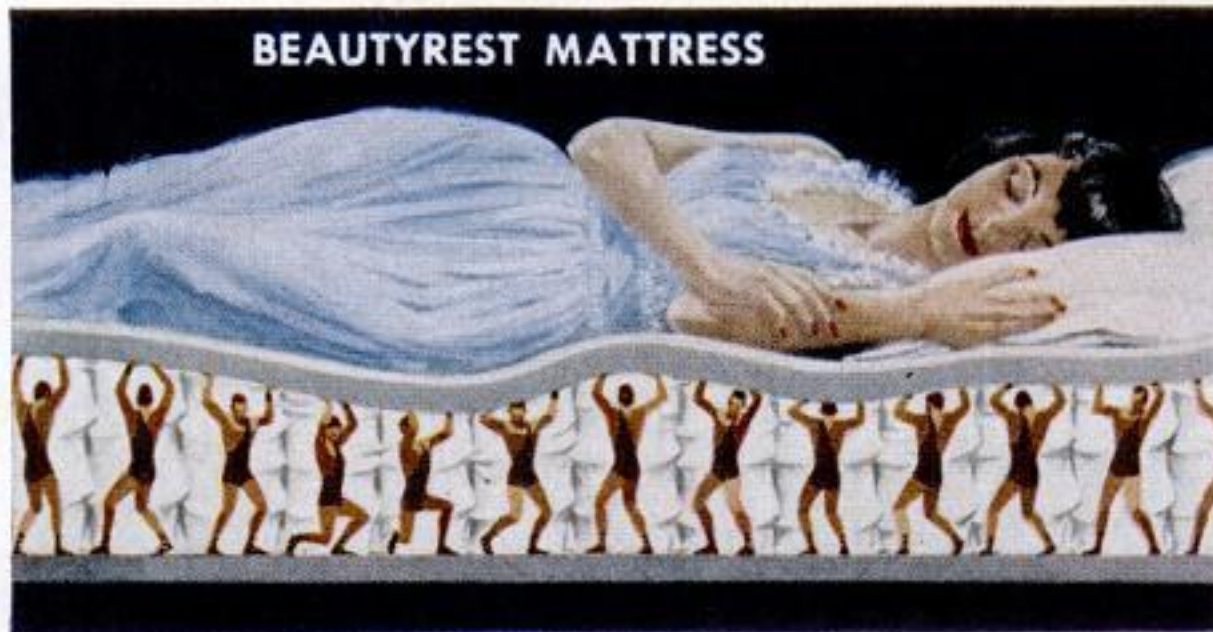
For firm protection, refreshing rest, and long-lasting economy . . . choose Beautyrest. Normal-firm or extra-firm . . . extra-length and extra-width also available. Sleep on Beautyrest tonight . . . tomorrow wake up wonderful!

"ORDINARY" MATTRESS



**Joined-together springs sag together!** Because they're wired together these springs can't push up to support the weight and shape of your body. 200-300 springs in an ordinary mattress . . . and they all sag together.

BEAUTYREST MATTRESS

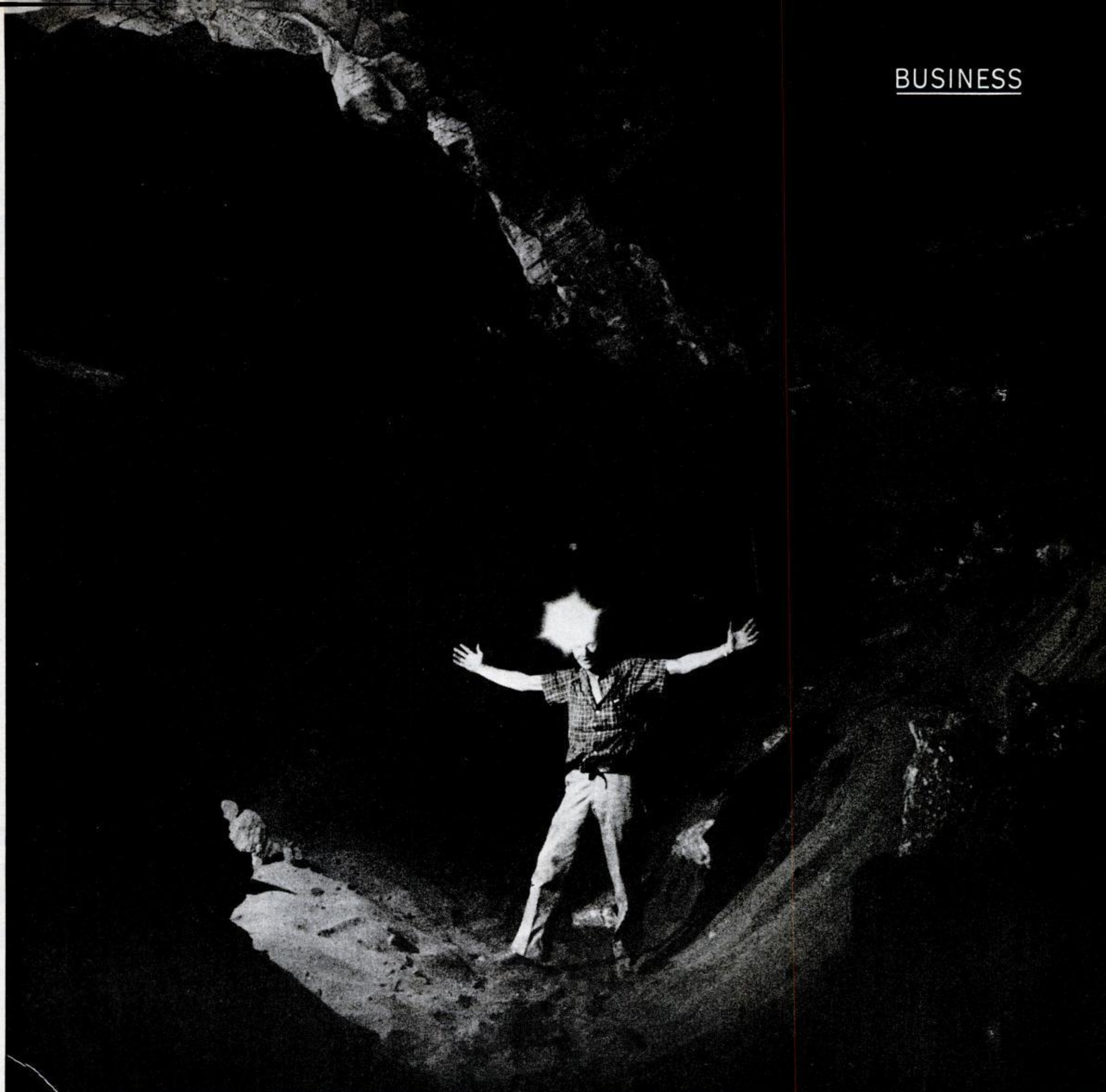


**Separate springs give full, firm support!** Beautyrest has over 800 independent springs. Free to push up and firmly support your back, your weight, your shape. Only with Beautyrest do you get correct, sag-proof support!

\*Trade-mark Reg. U.S. Patent Office, Copr. 1957 by Simmons Co., Mdsc. Mart, Chicago, Ill.

*Simmons*  
WONDERFUL  
*Beautyrest*  
copyrighted material





"THERE'S THOUSANDS OF TONS OF IT HERE!" EXCLAIMS CHARLES PARKER, U.S. GUANO CORPORATION PRESIDENT, AS HE SURVEYS GUANO ENCRUSTING CAVE

# A BOUNTY FROM ANCIENT BATS

**Miners find \$15 million fortune in fertilizer in Grand Canyon cave**

The director of the strangest mining operation in the U.S. stood recently in a gigantic cavern in a remote gorge of the Grand Canyon and spread his arms wide (*above*) as his miner's lamp dimly lit up a 20,000-year-old treasure. The treasure was a brown powder caked on the walls and floor of the many-chambered cave. It smelled slightly acrid, for it was guano, the desiccated remains of the droppings of millions of bats that in ancient times had made this limestone grotto their haunt.

Since guano is rich in nitrogen, phosphates

and other important chemicals, it is an excellent garden fertilizer and a source of valuable drugs. The 100,000 tons of guano in this bat cave are estimated to be worth at least \$15 million. But for years attempts to get it out failed. The cave was so inaccessible that no road could be built to it. River barges proved impractical, and so did an airlift. Finally the U.S. Guano Corporation built one of the world's longest single-span aerial freight tramways (*next page*) from one side of the canyon to the cave and then proceeded to mine its prehistoric treasure.



**EXAMINING GUANO** in the cave by light from his lamp, Parker sifts the powder through his fingers.



# FIX-IT TIPS

## with "3-in-One" oil

Casement window stuck?



Oil crank and hinges with penetrating "3-in-ONE." Frees things fast. Prevents rust. And the lubrication lasts and lasts.



Shaver slow?

Electric shavers run smoothly, quietly with "3-in-ONE" care. Highly refined—safe for the most delicate machinery.



Sander squeak?

Electric sander, drill, saw—tools work better when oiled with "3-in-ONE." Lubricates perfectly. Prevents rust, too.



Storing gun?

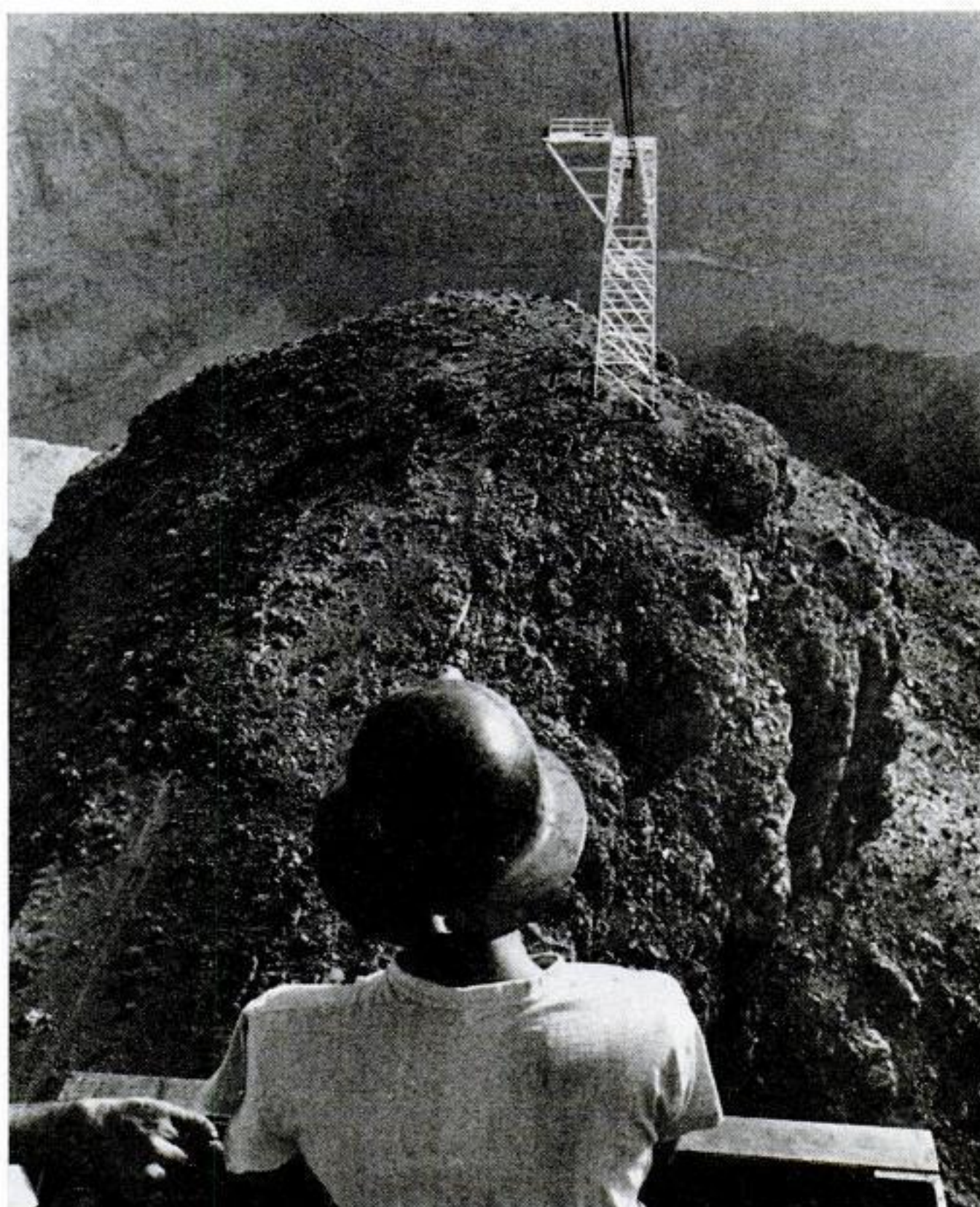
Keep guns in condition with a coating of "3-in-ONE" oil. Contains rust-inhibitor. Won't gum up.

Keep things moving with  
**"3-IN-ONE" OIL**

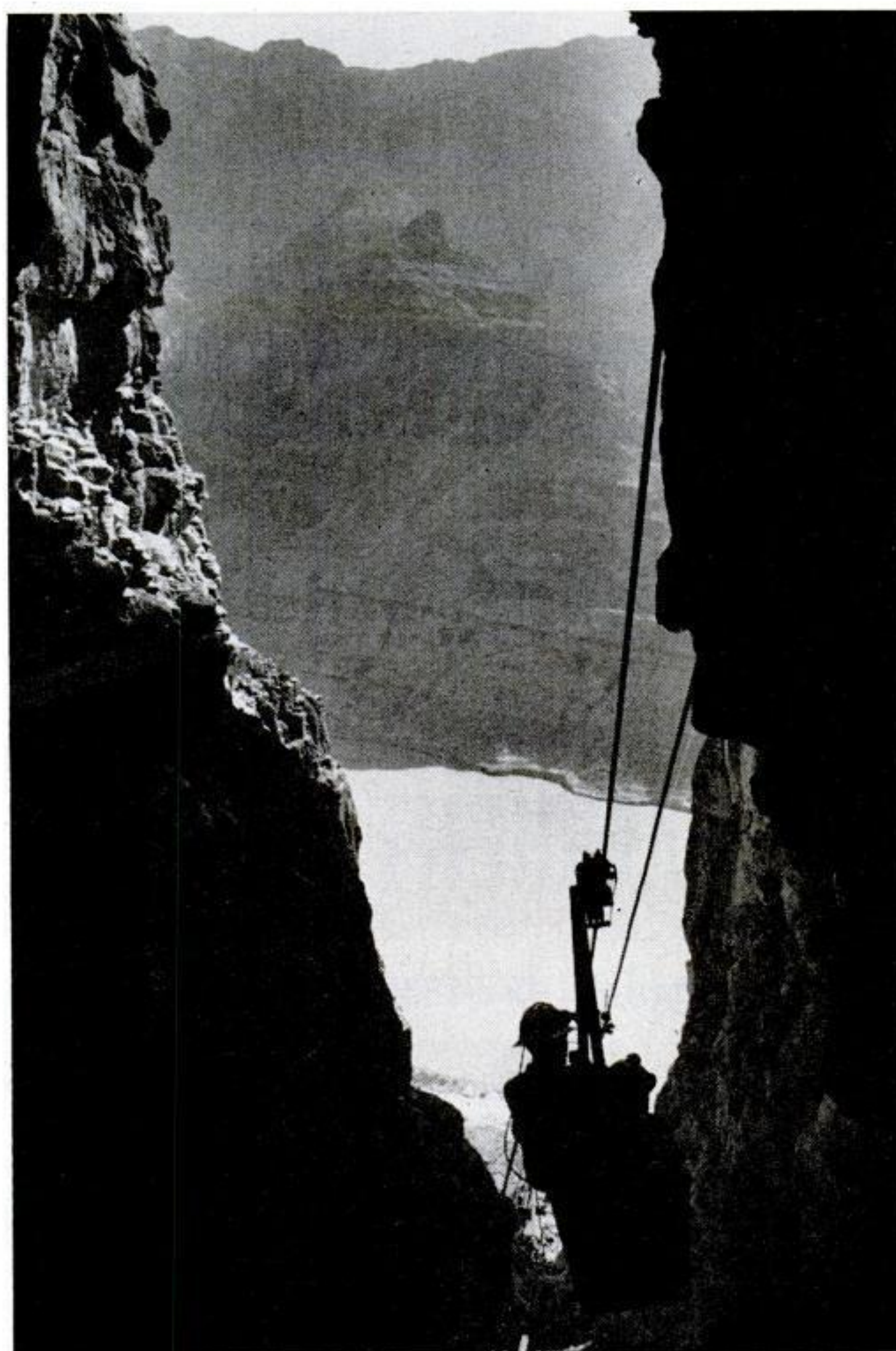


New handy spray can for hard-to-get-at places.

## Bounty from Bats CONTINUED



**CROSSING THE CANYON**, miner rides in cable car from accessible rim of canyon to ledge of cliff on far side of canyon where cave is located. Car's 1½-inch steel cable is 9,010 feet long, swings 1,000 feet above Colorado River.



**HOISTED TO CAVE**, a miner (seen here from cavern mouth) rides in a steel lift up side of cliff from ledge where cable car deposited him. The cave is 700 feet above the river, was originally entered by dangerous climb up cliff.

CONTINUED

## REVOLUTIONARY NEW TREATMENT PENETRATES DEEP INTO THE TISSUES



### Puts Muscular Aches and Pains to Sleep

This revolutionary new pain treatment penetrates through the skin, deep into aching muscle tissues. Fragrant, soothing, *unbelievably* effective INTRACEL relieves backache and shoulder stiffness caused by driving, drafts or just plain "nerves." Use INTRACEL, too, to relieve aches and pains of stiff neck muscles, muscular lumbago, simple neuritis and neuralgia, sore arm and Charley Horse. INTRACEL gives temporary relief from minor pains of arthritis and rheumatism. If not completely satisfied, your druggist will refund your full purchase price.



**NEW**  
**Intracel**  
PENETRATING ANALGESIC

Popular 2 oz. Size . . . \$1.49

YOU SAVE 1/3 WITH THE

New 6 oz. Economy Size \$2.98

VCA LABORATORIES, LOS ANGELES AND NEW YORK

## SAFE EXTRA HEAT from any wall plug AUTOMATICALLY!



**NEW UNIVERSAL**  
**Electresteam**  
PORTABLE AUTOMATIC STEAM RADIATOR

Cold? Your nearest wall plug can help chase chill. The Universal-Electresteam plugs in like a lamp. It's safe as a lamp, with new, accurate, built-in thermostat. Costs only pennies a day! Three smart colors—green, walnut or gray.

8-section model, \$44.95  
10-section model, \$49.95

Send for this **FREE** Heating Guide



**ELECTRIC STEAM RADIATOR CORP.**

Paris, Kentucky

Subsidiary of Landers, Frary & Clark



*"Me? Wear a strapless bra in November?"*

"Of course, darling!...  
you feel so free in good news by WARNER'S"



## The back can't budge...so the front stays up!

Wouldn't you like the easy freedom of your strapless bra all year? Trouble is, it slides or (horrors!) even slips. So you only wear it with special dresses, mostly in summer. But that's all changed now—with Good News™.

Here at last is a strapless that truly stays put—not sometimes, not mostly, but *always*. So, now for the first time you'll live in strapless freedom through every season, under everything

—whether you're pounding a typewriter, belle-ing it at a ball or bathing a scrappy child.

The back, you see, is one unbroken line of cotton-lined latex. Thus it hugs you gently, with *never* an embarrassing tug. Where does Good News close? In the front, darling.

So—away with cutting shoulder straps! Good News is at your nicest stores. If not, write Warner's® at Bridgeport 1, Conn.

#P1031 (above). Front hook closing. Deep plunge style; white or black. #P1041. Front zipper. White. Both gently foam-lined cotton; both \$6.50.



# CHRISTMAS HINTS



from the  
**Weldwood Wizard**



**Make Christmas Gifts Like This With Weldwood Plastic Resin Glue.** Build this play-school bench of Weldwood Plywood and moisture-resistant Weldwood Plastic Resin Glue. Light tan glue makes strong, permanent joints—takes paint or stains like sealed wood. From 35¢.



**Make Christmas Tree Decorations With Weldwood Presto-Set Glue.** Home-made ornaments are fun—and easy—to make with this clean-working white glue. Presto-Set bonds paper, foil, cloth, iridescent balls—everything you need to make a gaily bedecked tree. Won't stain, dries quickly, has dozens of household uses. In handy tubes, squeeze bottles, and jars—from 19¢. Decorations reprinted from Today's Woman Christmas Ideas #4, copyright 1957, Fawcett Publications, Inc.



**Give a Boat Kit and Weldwood Waterproof Resorcinol Glue.** A boat kit for Christmas is a Father and Son gift that's sure to please. Built with Weldwood Waterproof Plywoods and Weldwood Waterproof Glue, your boat will give years of low-maintenance pleasure. New easy-to-mix glue makes a completely waterproof bond that's impervious to heat, cold, fungus, oils. Sizes from \$1.00.

**Weldwood® Wizards**

ADHESIVES, FIRZITE®, SATINLAC®,  
FLEXIBLE WOOD-TRIM®

On Sale at  
Hardware, Paint, and Lumber Dealers'



## SPECIAL TRIAL OFFER

SAVE 33¢

United States Plywood Corporation  
Box 525, New York 46, N. Y.

Mail us this coupon before February 11, 1958 with 50¢ and you'll receive a 3½-oz. can of Plastic Resin Glue, a ¾-oz. tube of Presto-Set Glue, and a ¾-oz. bottle of Contact Cement—an 83¢ value for only 50¢.

NAME.....

STREET.....

CITY.....STATE.....

## Bounty from Bats CONTINUED



**SHOVELING**, miner scoops guano from cave floor into the mouth of a big vacuum tube which sucks it out of cave through a screen that removes stones. Guano then falls through a pipe to loading bin on ledge 100 feet below cave.



**LOADING** at cable car terminal below cave, men open the canvas chute of loading bin. Guano powder falls into large bucket which is in middle of the cable car, behind open compartment men ride in. Bucket holds 3,500 pounds.

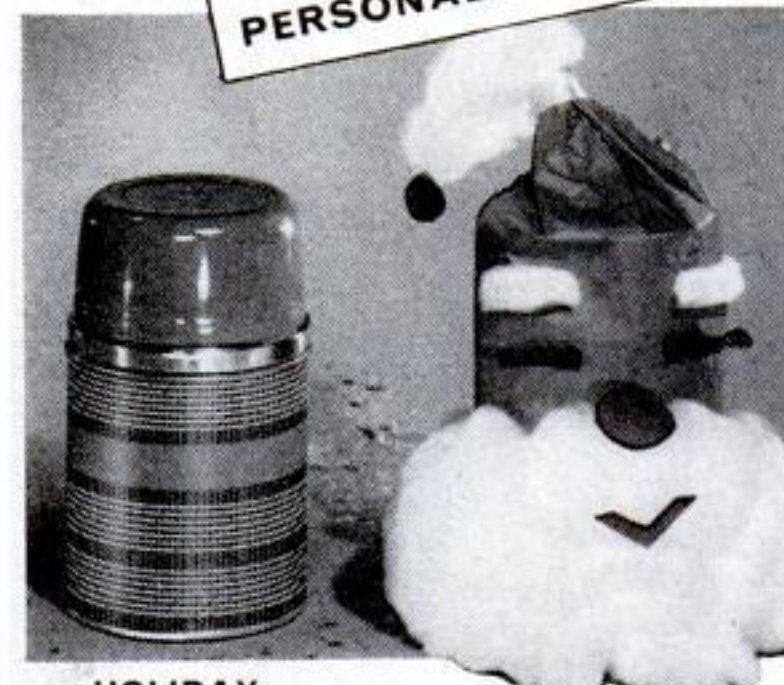


**PACKAGING**, men in plant at cable car terminal on canyon rim opposite cave fill five-pound sacks that then will be carried by truck to distributors. The company retails its five-pound sacks for \$1.10, 25 pound sacks for \$3.80.

what a unique way to say  
**Happy Holiday**



**Aladdin®**  
VACUUM WARE WITH A  
PERSONALIZED TOUCH



## ... HOLIDAY PARTY FAVORS

Gift: Quart or pint Aladdin BEST-BUY® Wide-Mouth vacuum bottle.

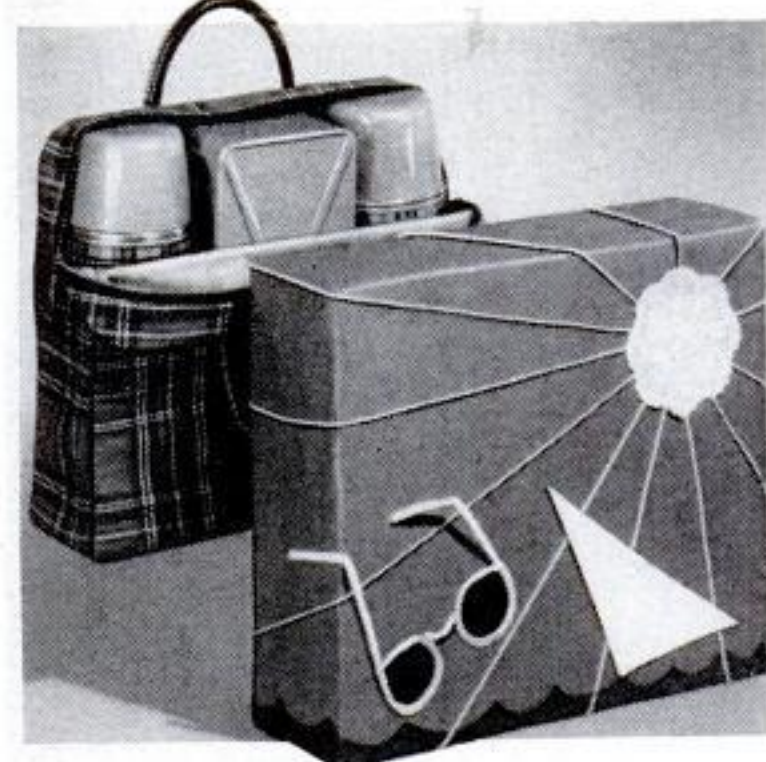
**Wrapping Idea:** Red tissue topped with a white ribbon hat. Paper seals form nose and eyes. Use fluffy cotton for brows and beard.



## ... SMALL FRY TREASURE CHEST

Gift: Exciting Aladdin BUCCANEER® school lunch kit with ½ pint vacuum bottle.

**Wrapping Idea:** Dark brown paper "chest" with gold ribbon straps, gold seal lock. Glamorize with gold wrapped chocolate "coins."



## ... SUN LOVER'S SPECIAL

Gift: Aladdin red plaid Outing Kit with quart vacuum bottle for beverages and Best-Buy® Wide Mouth vacuum bottle for spoon-out foods.

**Wrapping Idea:** The sun's a doily with bright rays of colored string. Paste on paper cut-out sunglasses. (Slip in bottle of suntan lotion!)

AT YOUR HARDWARE, DRUG, DEPARTMENT, VARIETY AND GROCERY STORE



\*T.M.  
**Aladdin**

**Aladdin Industries, Inc.**  
Nashville, Tennessee

In Canada:  
Aladdin Industries (Canada) Ltd.  
1401 The Queensway,  
Toronto, Ontario

Styled by Robert O. Burton, Inc.

Highest Standard in Vacuum Ware



**New times - new taste**  
*for Light refreshment*

**T**HE table's turned these days on many old ideas about entertaining. Figure-conscious moderns like the *light*, less-filling food and drink featured on the modern buffet.

Pepsi-Cola's there, of course, because it's followed right along with this sensible trend. Today's Pepsi, reduced in calories, is never heavy, never too sweet. Have a Pepsi—the modern, the *light* refreshment.

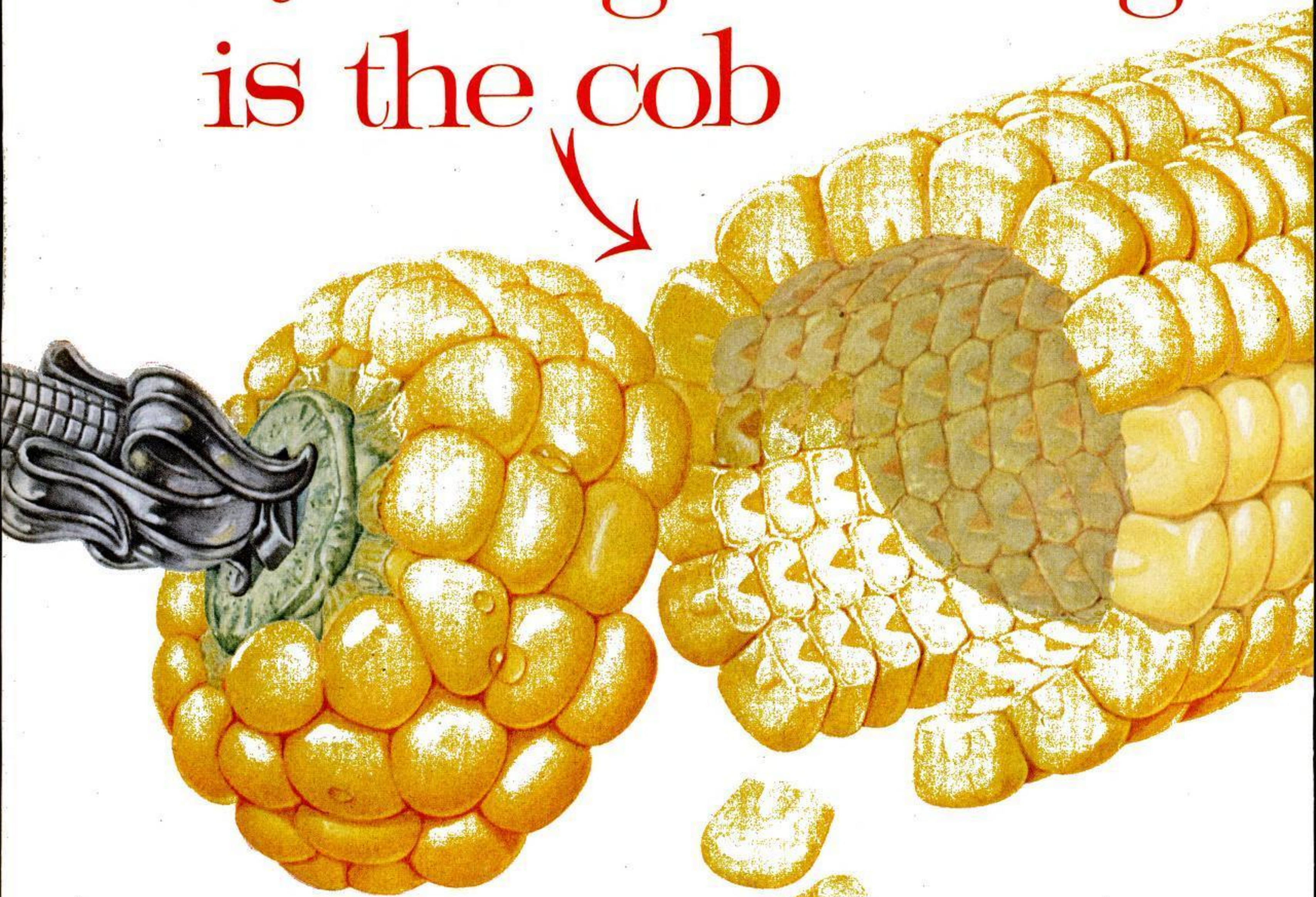


**Pepsi-Cola**  
*refreshes without filling*

See Mary Martin in  
"Annie Get Your Gun,"  
live in color, NBC-TV,  
Thanksgiving Eve, Nov. 27.



only thing missing  
is the cob

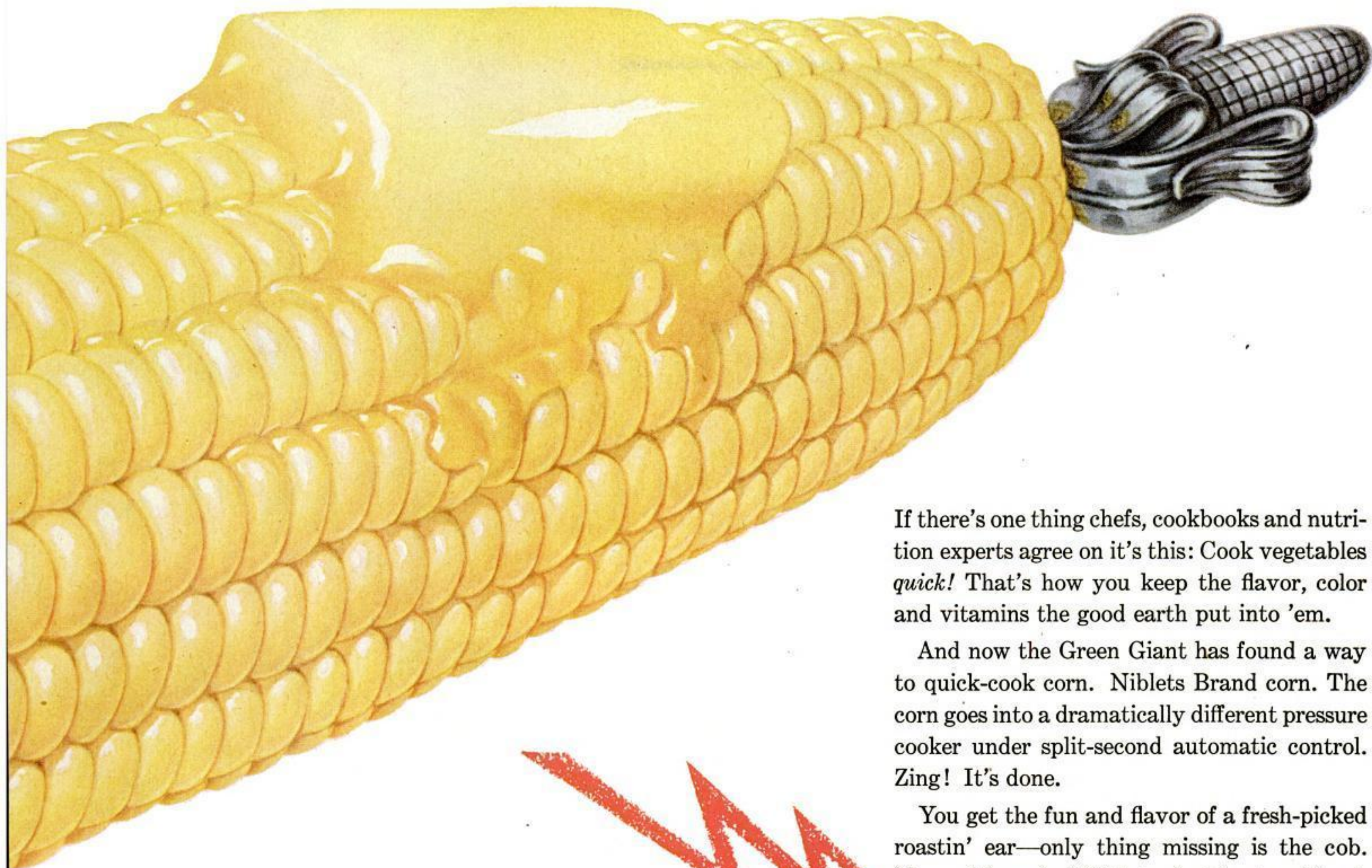


**Niblets**  
BRAND



*Choice of two family sizes:*  
12-oz. can, serves 4 to 5;  
7-oz. can, serves 2 to 3.





If there's one thing chefs, cookbooks and nutrition experts agree on it's this: Cook vegetables *quick!* That's how you keep the flavor, color and vitamins the good earth put into 'em.

And now the Green Giant has found a way to quick-cook corn. Niblets Brand corn. The corn goes into a dramatically different pressure cooker under split-second automatic control. Zing! It's done.

You get the fun and flavor of a fresh-picked roasting ear—only thing missing is the cob. New quick-cooked Niblets. Just heat and feast.

# NIBLETS BRAND CORN

*now quick  
cooked*



SPECIAL HOLIDAY OFFER!

**18" Farmerette Doll**

**\$2.50** (\$5.95 value)  
plus 2 labels from Niblets Brand corn  
or Mexicorn Brand corn with sweet peppers

Beautiful lifelike doll full 18" high. Eyes open and close. Washable hair put up in pony tail; can also be waved. Orders for Christmas gifts must be received by December 1, 1957. Offer ends January 10, 1958. Send check or money order (no stamps please).

Green Giant Company, Dept. L, Le Sueur, Minnesota

Please send me \_\_\_\_\_ Farmerette Doll(s). For each one, I have enclosed \$2.50 and 2 labels from Niblets Brand corn or Mexicorn Brand corn.

Your name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Good only in continental United States. Void in states where prohibited or taxed by law.







MERRY TOM AND JERRY



EVEN THE "ROCKS" TASTE BETTER!



MANHATTAN MELODY IN THE KEY OF "AH"

# Most flavorsome bourbons you can give



IN HOLIDAY DRESS for gracious giving, our two world-famous Old Taylor bourbons will be eagerly and gratefully welcomed as gifts by all your friends.

Old Taylor 100 proof, bottled in bond, is extra-rich, extra-deep and satisfying in bourbon flavor—the traditional gift-whiskey for generations.

Old Taylor 86 is lighter, milder, lower-priced—but of highest quality. It is the gentlest full-flavored bourbon you can find.

Give either—or both—these flavorsome bourbons to your friends—and hear how sincerely they'll say "thank you!"

Here's how they look in the store

Cellophane sleeves identify both Old Taylor bottlings. They can be removed, if desired, when presenting your gift.



## OLD TAYLOR

"The Noblest Bourbon of Them All"



Straight from Kentucky—a truly American whiskey

KENTUCKY STRAIGHT BOURBON WHISKIES • 100 PROOF, BOTTLED IN BOND • 86 PROOF • THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY. • DISTR. BY NATIONAL DISTILLERS PRODUCTS CO.





WEeping black-clad Dior models at the funeral leave the church which, following French custom, is hung in initialed black drapery

# MOURING THE GREAT DIOR



CHRISTIAN DIOR

Dressed from head to foot in black, their eyes puffy from weeping, nine models of the House of Dior—more accustomed to walking haughtily through satin-hung showrooms in ball gowns—threaded their way through a silent crowd outside a Paris church (above). They had paid their last respects to the man whom they fondly called *patron*, their boss, Christian Dior. The shy and gentle genius of the fashion world had died suddenly at 52 while on a vacation in Italy. His death was a great personal loss to all who worked for him.

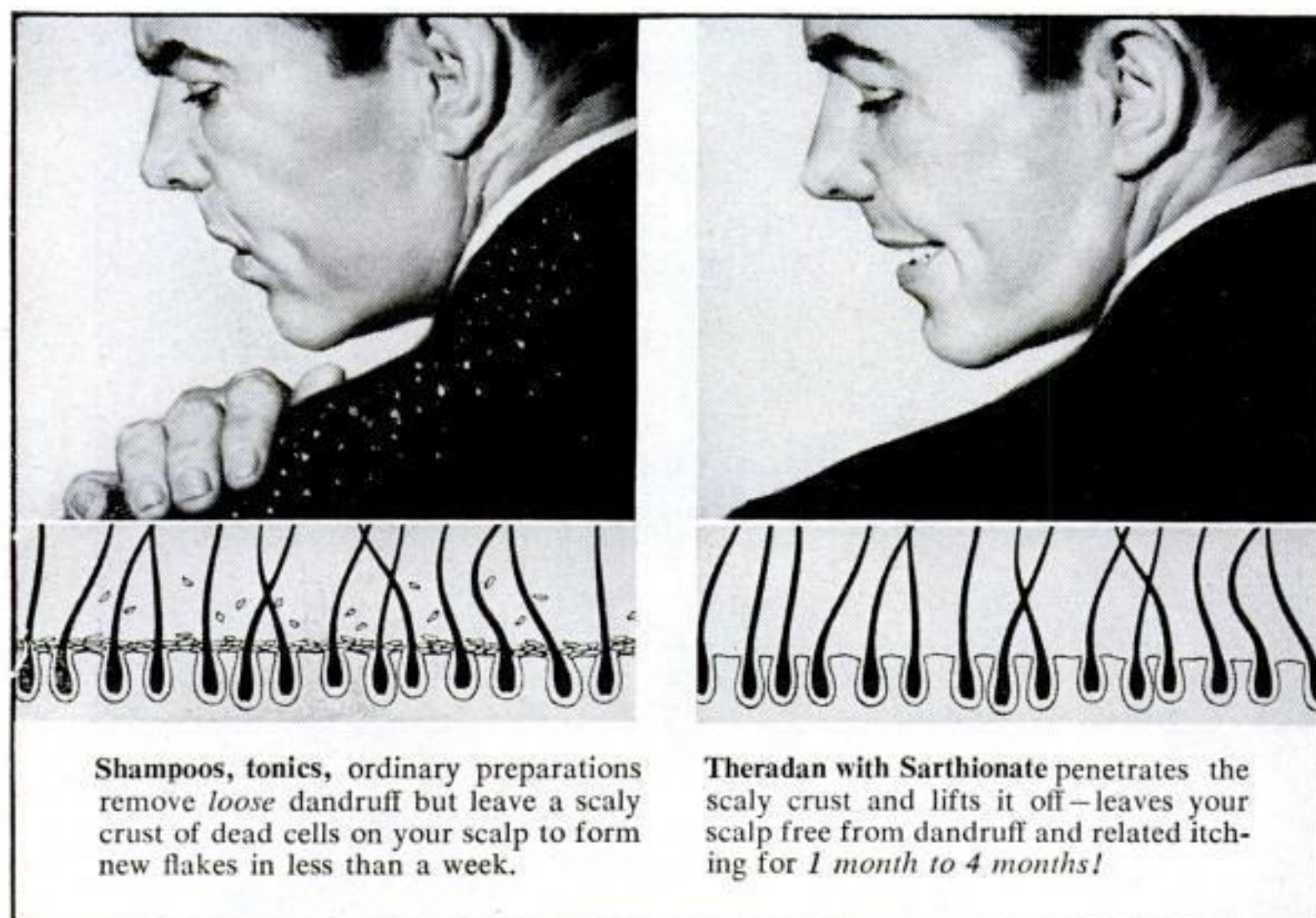
It seemed scarcely less than that to the many women he dressed—women of nobility, of society, of the movies—who thronged to his funeral in Paris and to special memorial services in New York and London.

As friends mourned him, competitors knew that they would miss him for Dior was extremely important to the whole French fashion business. He had catapulted to fame with his first collection and the New Look in 1947, a time when many believed that the capital of the fashion world had moved to New York. By his revolutionary but instantly accepted designs Dior raised the flag firmly over the tiled roofs of Paris and, more than any one man, he kept it flying there. He became the first real magnate of couture, with worldwide enterprises totaling \$22 million and embracing every item of a woman's wardrobe as well as perfume and jewelry. Exports of his designs make up over half the exports of the entire Paris couture and the fall of the House of Dior would unsettle all the industry. But most in the fashion world felt that the house would be able to carry on successfully with his well-trained staff and the push of promising young designers Dior had been foresightedly training to succeed him.



# Theradan clears up severest dandruff and itchy scalp ...with just 3 applications!

It works because Theradan is a medicine  
...not a shampoo



Shampoos, tonics, ordinary preparations remove *loose* dandruff but leave a scaly crust of dead cells on your scalp to form new flakes in less than a week.

Theradan with Sarthionate penetrates the scaly crust and lifts it off—leaves your scalp free from dandruff and related itching for 1 month to 4 months!

Bristol-Myers' new Theradan works *beneath* the surface, not just *on* it... penetrates and removes layers of dead, dandruff-forming cells to leave the scalp free from scales and related itching... to stop new dandruff before it starts!

LIKE ANY MAN OR WOMAN who suffers from dandruff, you may doubt that it can be *controlled*—much less *eliminated for long periods*.

But Theradan is *not* just a tonic—not a preparation you use every day or every week—not a shampoo you wash right out. It's a new kind of medical treatment, containing penetrating *Sarthionate*.

Unlike so-called "dandruff-treatment" shampoos, Theradan stays on long enough for the medicine to do its work—usually from ½ hour to 1 hour before shampooing. In a very severe case, it can stay on up to 8 hours if needed.

Theradan goes far beyond ordinary preparations that only remove *loose* dandruff. Such preparations can't penetrate the scaly layer of dead cells that sticks to the scalp and keeps forming new dandruff flakes. Theradan gently loosens this layer and removes it from your scalp. Thus Theradan leaves your scalp free

from scales and itching—kills scalp germs, stops dandruff before it starts!

In 20 months of testing by skin specialists, Theradan was completely effective in dandruff cases so severe that even strong prescription remedies failed to give adequate relief. With Theradan, none of these men and women had dandruff again for 1 month to 4 months.

When you have cleared up itchy dandruff with Theradan, use it occasionally—as many people do—just to prevent recurrence. Get Theradan today.

**NOTE TO PHYSICIANS:** The statements in this advertisement are supported by clinical tests. For a report of these tests, write Medical Director, Bristol-Myers Co., Dept. L1171, 630 Fifth Ave., New York 20, N. Y.



## Theradan

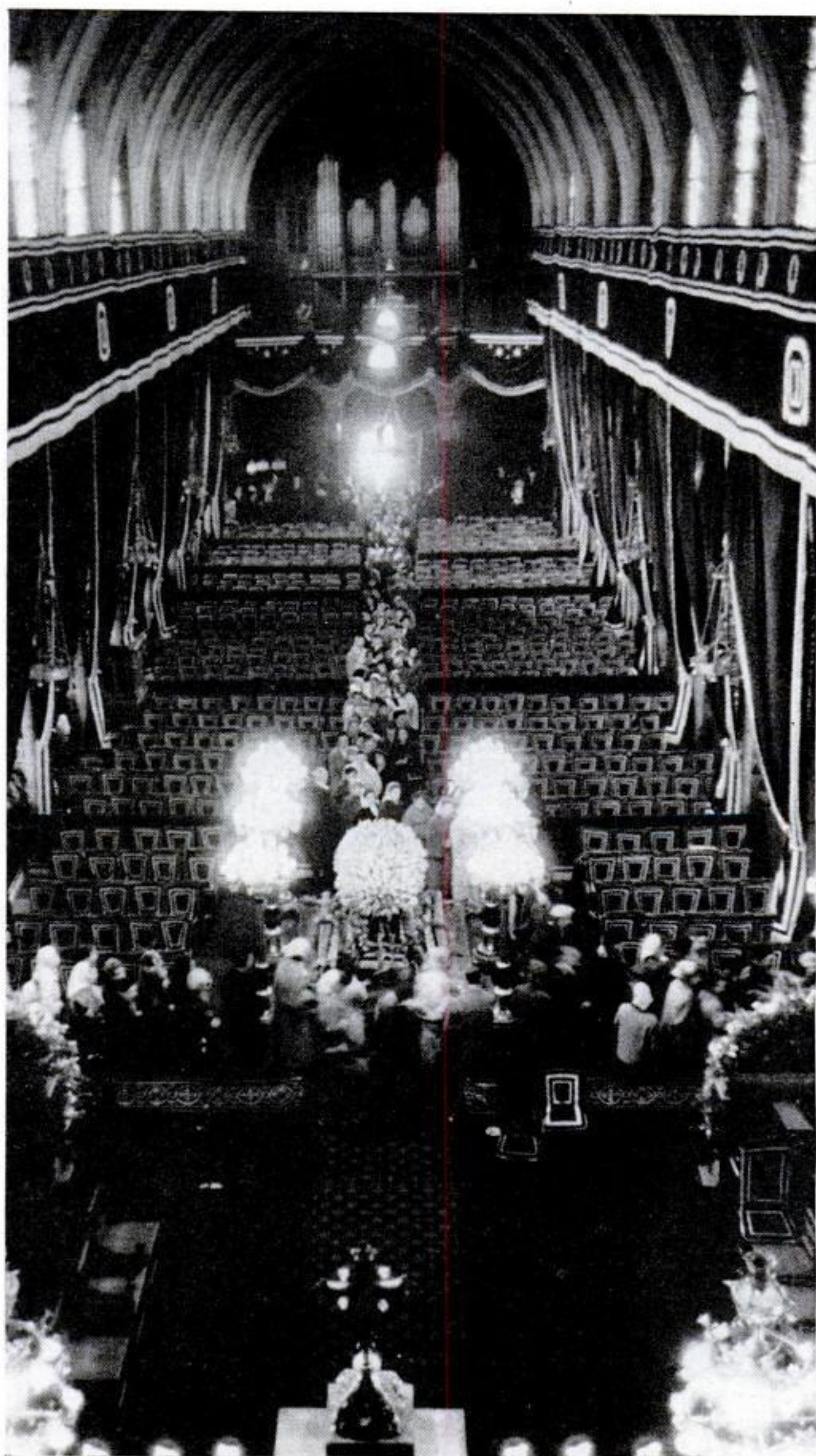
with exclusive penetrating ingredient, Sarthionate®

From the laboratories of Bristol-Myers, makers of Bufferin®

## MOURNING DIOR CONTINUED



**FLOWER-COVERED COFFIN** blanketed with lilies of the valley is carried from church. Dior thought these flowers his good luck charm. They were used to decorate church in Paris and at special Masses in New York and London.



**FILE OF MOURNERS** moves past Dior's coffin after the funeral. Invitations to the funeral were prized and the black-draped chairs were assigned by number, as at a fashion showing. Church seated 2,000; 7,000 others stood outside.



# Lady—spare that alarm clock!

*Your MATTRESS may be the rest-robber!*

When the clamor of the clock dashes you out of sweet slumber — don't shoot!

For your dragged-through-a-keyhole feeling could well result from *unrelaxed* sleep, rather than short sleep.

Doctors will attest it.

That's why millions have turned to a new kind of mattress that helps fill every in-bed hour with more *restoring* rest.

It's the AIRFOAM mattress—the *modern* mattress to help counter the tensions of modern life. Billions of fresh-air bubbles cradle you with firm yet gentle resiliency—coax you along the road to Slumberland—let you sleep the night through—and awaken renewed, refreshed and rejoicing!



See how AIRFOAM starts your best days the night before:

- **Relaxes tension zones** — gentle uplift helps ease taut nerves, tense muscles
- **Firm support all over**—mattress strongest where weight is greatest
- **Boon to allergy sufferers** — generates no dust, lint or fluff
- **"Breathes" fresh air**—stays inviting, sleep-inducing, without turning
- **Holds shape through the years**—all-one-

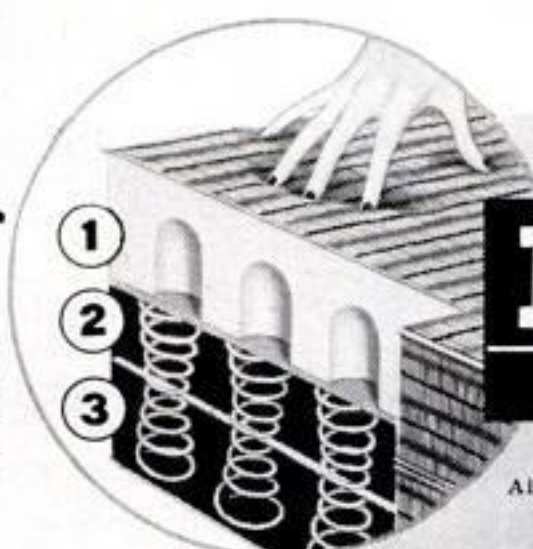
piece, nothing to sag, snag or break down

- **The sleep that's 3-layers deep**—gentle AIRFOAM (1) is next to you, the springs down where they belong—resilient layer (2), firm layer (3), in the Englander RED-LINE foundation!

Yours at all good stores that feature Englander bedding. Goodyear, Foam Products Division, Akron 16, Ohio.



**Airfoam**  
MADE ONLY BY  
**GOOD YEAR**  
THE WORLD'S FINEST, MOST MODERN CUSHIONING



**Englander**  
THE FINEST NAME IN SLEEP

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio Red-Line—T. M. The Englander Company, Inc., Chicago

**SOLD AT STORES THAT FEATURE ENGLANDER MATTRESSES**



Make a date with  
**MURIEL®**  
the light cigar

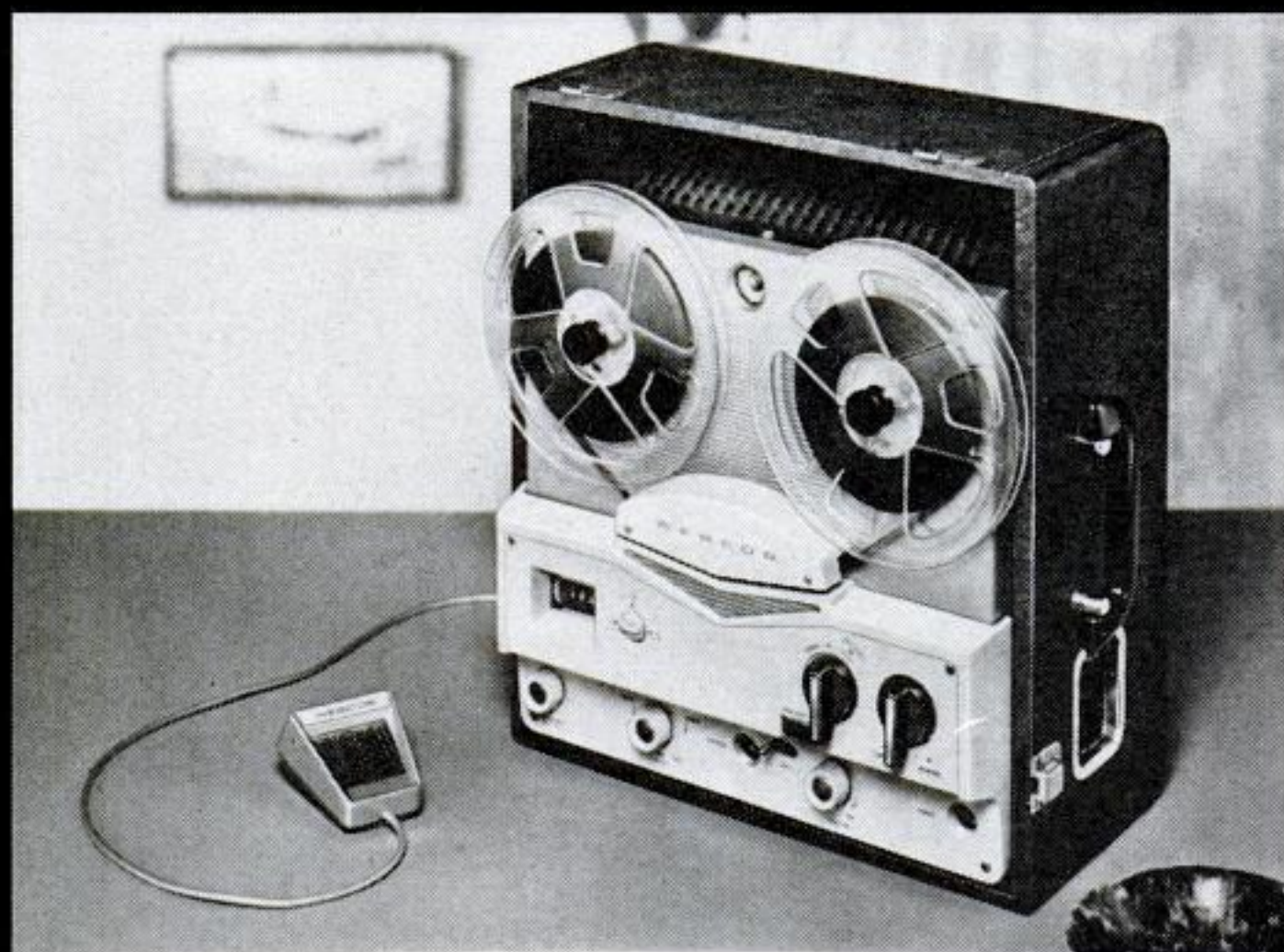
Muriel hits the right note for real smoking enjoyment. It's the cigar made light to smoke easy, taste rich, never heavy. Make Muriel the light of your every day.

Never heavy  
to your taste!



MURIEL CIGARS 10¢ EACH

**LISTEN**  
to true stereofonic music on this new lightweight  
**WEBCOR**



**REGENT STEREOFONIC TAPE RECORDER.** Webcor's latest! Reproduces binaural tapes with thrilling stereofonic fidelity. Also has all features of the standard monaural models. Designed for use with Webcor 3-speaker external sound system and "Aural Balance" Remote Control (optional, extra). Plays in horizontal or vertical position ... weighs only 31 pounds! Take it along on your travels. Rich ebony finish. The buy of the year! About \$199.95.

**LISTEN! ALL MUSIC SOUNDS BETTER ON A WEBCOR**

**MOURNING DIOR** CONTINUED



**SADDENED BACKER,** Mareel Boussac, who financed Dior, pushes through the crowd. Called "the richest man in France," Boussac owns 60 textile mills, supported Dior because he thought it would be good for the fashion industry.



**WEEPING COMPETITOR,** Dior's old friend Pierre Balmain, leaves church after the funeral. After the fall of France, Dior and Balmain worked together as designers for Lucien Lelong. Both left to open their own houses.



**HEIR APPARENT,** according to best guesses, is young designer Yves St. Laurent, here outside church. Only 20 years old, St. Laurent has worked at Dior several years, was personally trained by Dior, who called him "my dauphin."



# Helena Rubinstein



## New Skin Dew discovery supplies moisture night and day...for a fresh young look!

**S**KIN DEW is a remarkable new beauty discovery. From the first moment you use this fragrant pink lotion, it gives your skin the moisture and freshness of a young complexion.

Helena Rubinstein, the world-famous beauty scientist, developed SKIN DEW in Paris. It was an overwhelming success! Now available to American women, SKIN DEW works wonders for the health and beauty of your skin 24 hours a day!

SKIN DEW sinks deep into the skin's under layers, replacing the precious moisture that evaporates every day. It is instantly absorbed, without a trace of grease. Your dehydrated skin responds gratefully... like a thirsty flower!

Only Helena Rubinstein's SKIN DEW has *ferments lactiques*. They maintain the skin's healthy acid balance and help prevent flaking and blemishes.

Use SKIN DEW in the morning for dewy

freshness. Make-up goes on better, clings longer and you have a luminous look all day. At night invisible SKIN DEW is sheer heaven. No grease to get on anything. Lines and dryness melt away.

Give *your* skin the amazing benefits of SKIN DEW's night and day moisturizing. 3.00, 5.00 and 8.50 sizes.

Available at leading department and drug stores. Helena Rubinstein®, 655 Fifth Ave., New York 22, N. Y. *Prices plus tax.*

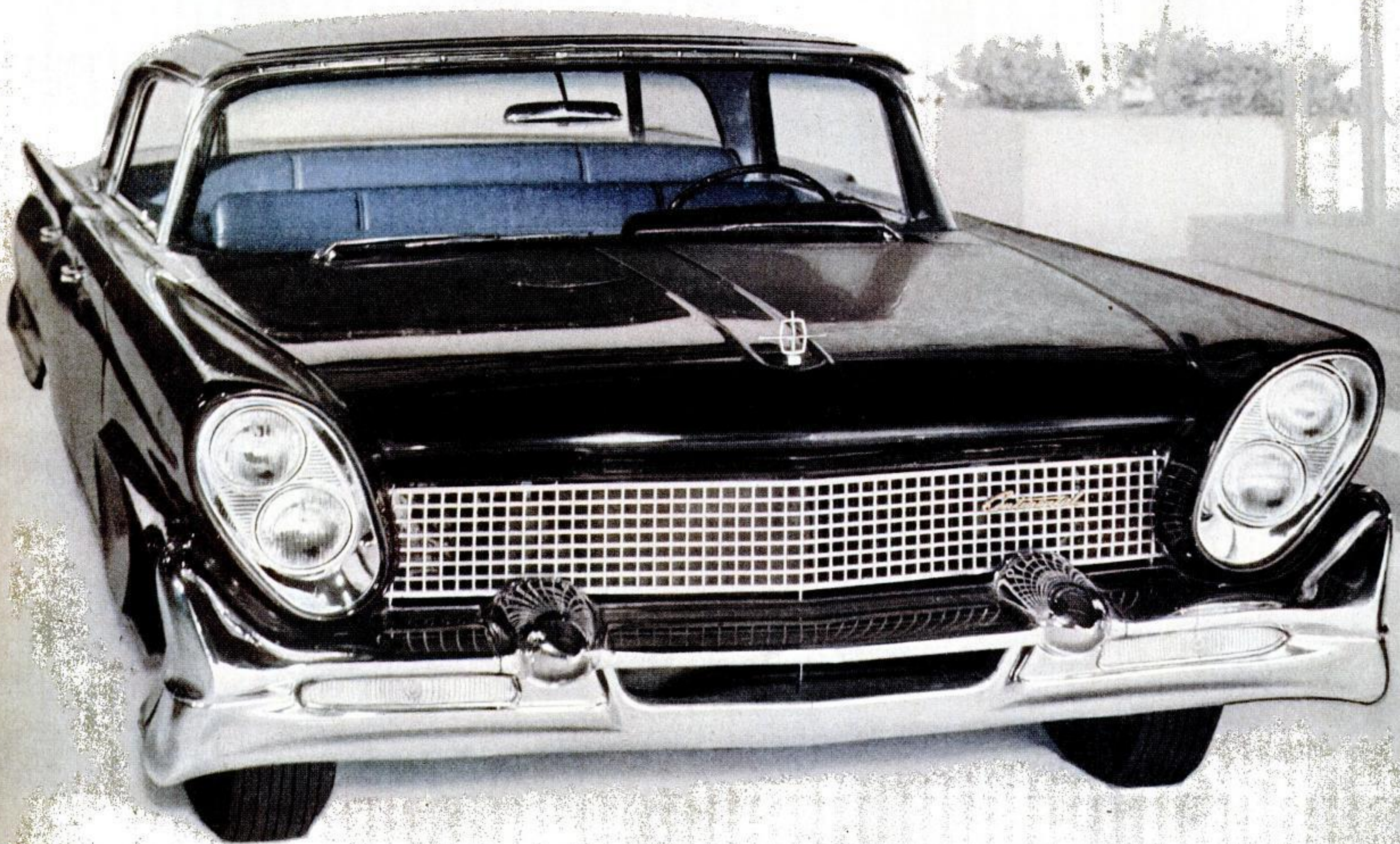




*Classic elegance in motor cars . . .*

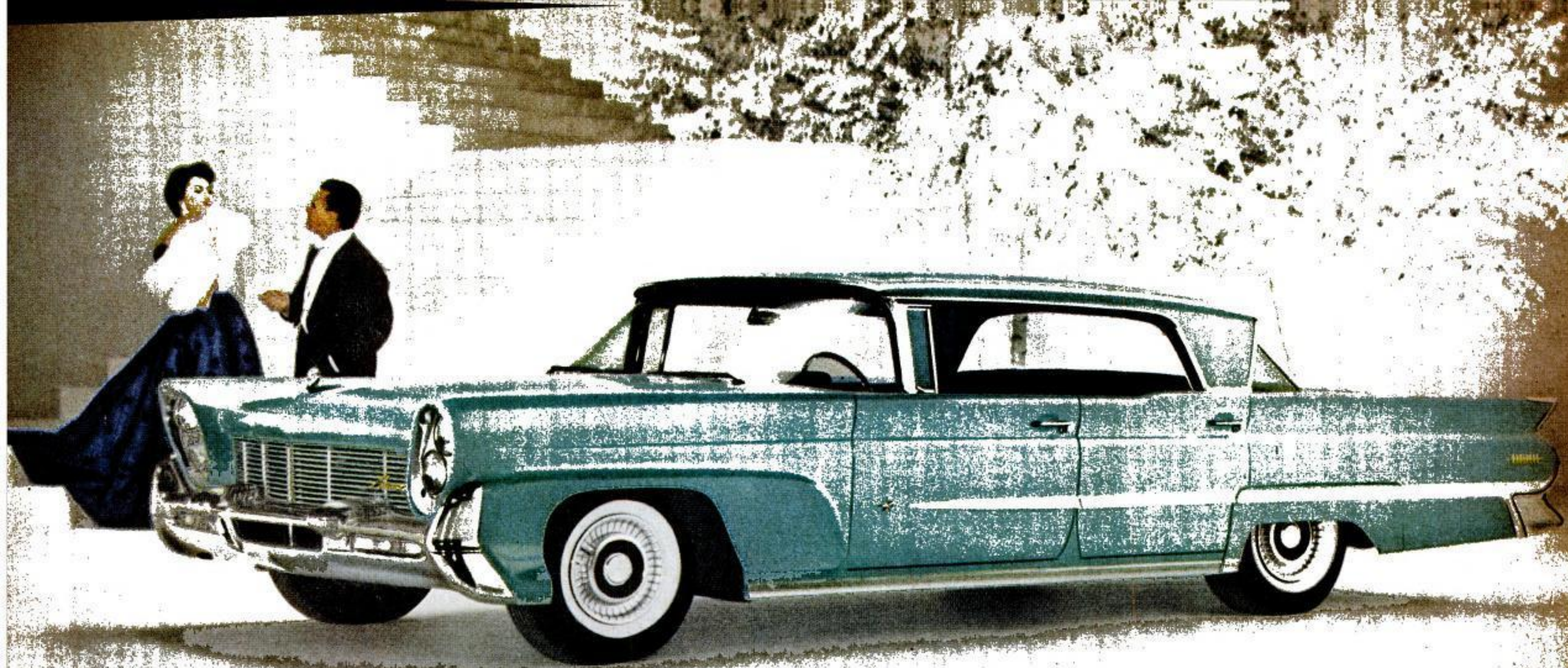
## THE NEW CONTINENTAL MARK III

*and, styled and crafted in the Continental tradition .*



CONTINENTAL LANDAU (shown above and at right)—one of four new Mark III models





LINCOLN LANDAU—In Premiere and Capri series

## ..... THE NEW 1958 LINCOLN

In Continental and Lincoln showrooms, you can now see an entirely new concept in uncommon luxury—a new measure of *classic elegance in fine motor cars*. You will see the most magnificent new fine cars ever built, designed and crafted in the classic Continental tradition.

They are the incomparable new Continental Mark III, the Lincoln Premiere and the Lincoln Capri—cars so new that a completely new plant was built to produce them . . . a plant which makes it possible to bring Continental luxury within the reach of every fine car buyer.

They are the longest, lowest, most spacious cars in the fine

car field . . . with the clean, timeless character of the Continental in every classic line. Inside, there is an elegance that is simply not found in any other motor car.

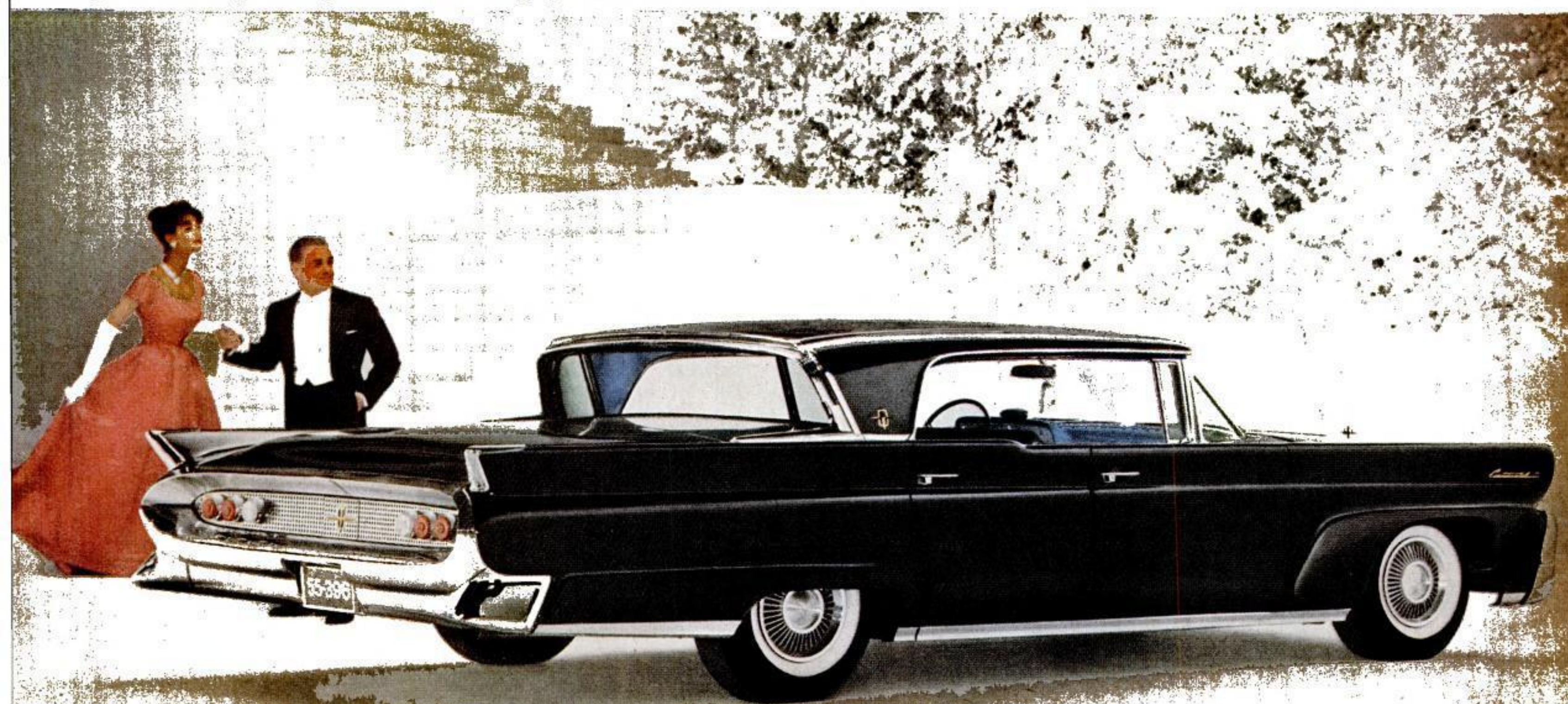
In driving these cars, you will discover still another new measure of motoring excellence. The engine is new, the transmission is new, the suspension is new. And now, for an extra measure of lasting quietness, we bring you the only fine cars with single unit body and frame construction.

In short, everything about these new Continentals and Lincolns is commandingly new. Don't miss seeing them.

Lincoln Division, Ford Motor Company

**UNMISTAKABLY...THE FINEST IN THE FINE CAR FIELD**

Newly fashioned elegance in gowns for the evening by TRAINA-NORELL







“Five-minute meal with a magic Italian touch”



How nice if you could reserve a table for tonight in this corner of Naples! Next best idea—enjoy the same wonderful kind of food at home, courtesy of Chef Boy-Ar-Dee!



When you're in the mood for good Italian food—you'll really appreciate a steaming plateful of Chef Boy-Ar-Dee® Spaghetti and Meat Balls.

Such flavor! You get tender-thin, Italian-style spaghetti and extra-plump, juicy beef meat balls in a delectable sauce of ripe red tomatoes and special spices.

Only a master Italian chef like Chef Boy-Ar-Dee could bring you spaghetti like this!

This tempting meal can be on your table in just 5 minutes' heating time—for the low cost of about 13¢ a serving.

Look for Chef Boy-Ar-Dee Spaghetti and Meat Balls in cans of 2 or 5 servings each. Having some tonight?



Also available in Canada

real Italian-style  
**CHEF BOY-AR-DEE®**  
Spaghetti and Meat Balls



# TEMPLE RITES BY A LOVELY INDIAN

Dancing on stage in the U.S., as in the temples of India, Shanta Rao turns tauntingly about, her arms moving as beautifully as her body, her jewelry jangling gently in time with the accompanying battery of drums and bamboo flute. The best of all Indian dancers, Shanta Rao has trimmed her 2,000-year-old temple dances, which run all night in India, to two-hour length for U.S. theaters. Because her dancing is not, like ballet, an exercise in body postures but an act of worship involving the whole body, it came as no surprise to her that U.S. audiences were finding her work more exotic than devotional. For that the Indian artist has a short explanation: "So much of our religion in India," she says, "is based on the loves of the gods."




**DANCE OF ENCHANTRESS** done by Shanta Rao honors the goddess of love and beauty. Because it had been improperly performed in India, the dance was once taboo there as sacrilegious. Shanta Rao restored it accurately and the ban was lifted.









# Some insurance has a sad, sad face. Equitable's Living Insurance\* sees a lot to smile about.

Rain must fall, and so must tears, sometimes. But as the sun follows a passing shower, happiness can follow sadness. For millions of Americans this happiness comes from knowing what *Living Insurance* can do to turn dreams into realities.

Equitable's kind of insurance is not dark-day insurance. It can bring to light your sunniest prospects. College education for the children. A home you know will be free and clear. Comfortable retirement at the time when you choose it.

The Man from Equitable can tell you how these good things are happening every day to people like you. They happen because *Living Insurance means benefits for the living. Benefits for you while you live. If you die, benefits for those who live on after you.*

\*Ask the Man from Equitable about new *Living Insurance Family Style*. It offers you individual coverage for each member of your family under one single policy that gives you your choice of two plans . . . a Family Protection plan providing insurance for dad, mother, and the children, and a Family Security plan providing a valuable savings feature, too. Available in every state except Massachusetts.

## Living Insurance by Equitable

The Equitable Life Assurance Society of the U. S.  
393 Seventh Avenue, New York 1, N. Y.



"Disappointment"  
photographed by Tana Hoban



# INTIMATE PORTRAIT OF





# A RUSSIAN MASTER SPY



ABEL'S OWN SKETCH OF HIS PROSECUTOR AND THE JURY

An artist of some skill, Abel often whiled away the long hours in the courtroom casually sketching the people and scenes about him. His drawing above shows U.S. Assistant Attorney General William F. Tompkins

(whose name Abel has misspelled "Tomkins") at the prosecution table at left and, beyond him, members of the jury. They are listening to the testimony of Sergeant Rhodes, one of the key government witnesses.

**In an exclusive report Col. Abel, most formidable agent U.S. ever caught, emerges as brilliant, gifted and humorous—but lonely and still enigmatic**

by FRANK GIBNEY

*In preparing his article, Writer Frank Gibney received invaluable guidance both on the complicated legal issues involved and on courtroom procedure from William C. Mattison, a member of the New York and Federal bar.*

ON OCT. 25 a jury in Brooklyn's Federal Building convicted a man called Rudolf Abel of conspiring to collect and transmit military intelligence to the Russians. Enough was known about Abel's espionage activities in the U.S. (LIFE, Aug. 19) to make his guilt undeniable. But almost nothing was known about the man himself, the quietly proud figure who now resides in New York's Federal Detention Headquarters awaiting a possible sentence of death.

To find out what kind of man Abel is, I spent much of the last two months investigating his life and surroundings. I talked with his former friends, with lawyers and with investigating agents. I even talked to him personally. A large part of Abel's story may remain forever a mystery, but it is now possible to show this remarkable man in general outline and sketch in many of the details as well.

Rudolf Ivanovich Abel, 55, alias Emil R. Goldfus, alias Martin Collins, alias Andrew Kayotis, is a colonel in the K.G.B., the overseas intelligence arm of the Soviet Union. He is an agent of some 30 years' experience. For nine years he carried on in this country the direction of the most dangerous and shadowy kind of long-range spying operation. He is no shabby, deluded pro-Communist American, like Harry Gold or the Rosenbergs, although there are strong suspicions that he himself controlled the final stages of the Rosenberg conspiracy. Nor is he one of those thinly disguised and often thick-minded Soviet embassy "officials" engaged in what the Russians call "legal" espionage. Rudolf Abel is probably the cleverest, most formidable foreign agent ever caught by U.S. counterespionage. He is the first example Americans have ever seen of a trained Russian professional who successfully slipped himself into the stream of American life in order to spy on and steal its most precious secrets. He was so successful that the U.S. still does not know exactly

what secrets he transmitted or how much harm he has been able to do.

As befits the classic spy, the man called Abel lived here as an unknown and obscure figure, an intellectual of tremendous stature whose success lay in making himself an inconspicuous and apparently harmless nobody. He is a tall man with a sharp, rather patrician face, a resonant voice, bright eyes that never miss a detail and great composure of manner. His English is flawless and impressively colloquial. He would never think of saying "deceive" when "palm off" would be more appropriate. His only accent is, curiously, a slight hint of Dublin. He is fluent in German as well as French and Italian. He is a trained electronics engineer and an expert photographer. He is well versed in nuclear physics and reads Einstein for pleasure. He is a painter and sketcher and an artisan who enjoys making intricate silver ornaments for show—or hollowed-out screws for his own espionage business. He plays classical Spanish guitar music beautifully, after the fashion of Andrés Segovia, and talks most intelligently about the strengths and weaknesses of the U.S. economy. He is fond of Pushkin, Macaulay, Hemingway, Tolstoi, Victor Hugo—and intelligence evaluation reports. He is equally fascinated by a Rembrandt, a Frans Hals or a numbered series on a Soviet cryptographic message.

Yet, to avoid seeming out of place, he managed to hide the extent of these talents from his few American friends. His inconspicuousness was in the best traditions of Soviet intelligence, which has almost codified this virtue. Even his origins are tantalizingly obscure. No one in the U.S. can guess his real name. We do know that he was the only child of a good family from southern Russia who apparently managed to be acceptable to both the pre-revolutionary and post-revolutionary regimes. His father is believed to have been a friend of Lenin. In his early years Abel traveled over most of Russia and made some possibly professional trips to Siberia, but he consistently based himself in Moscow. There his family, a wife and a 25-year-old married daughter, live today in their comfortable apartments (the families of the Soviet security forces are notably well treated). The Abels have a pleasant villa in the country, and Mrs. Abel sometimes complains about the servants (she has two) in letters to her husband.

The Revolution interrupted Abel's formal education—he had just finished high school when it began—but he continued to give himself an

← **RECEIVING A CODED MESSAGE** from Moscow, Abel leans forward attentively in his studio. Before him, in scene reconstructed by William Sharp, are code book and extra batteries, behind him paintings, guitar.



"MERCURY"—by GIOVANNI da BOLOGNA



ACTIVE  
PEOPLE  
PREFER

# Helbros

## Regency

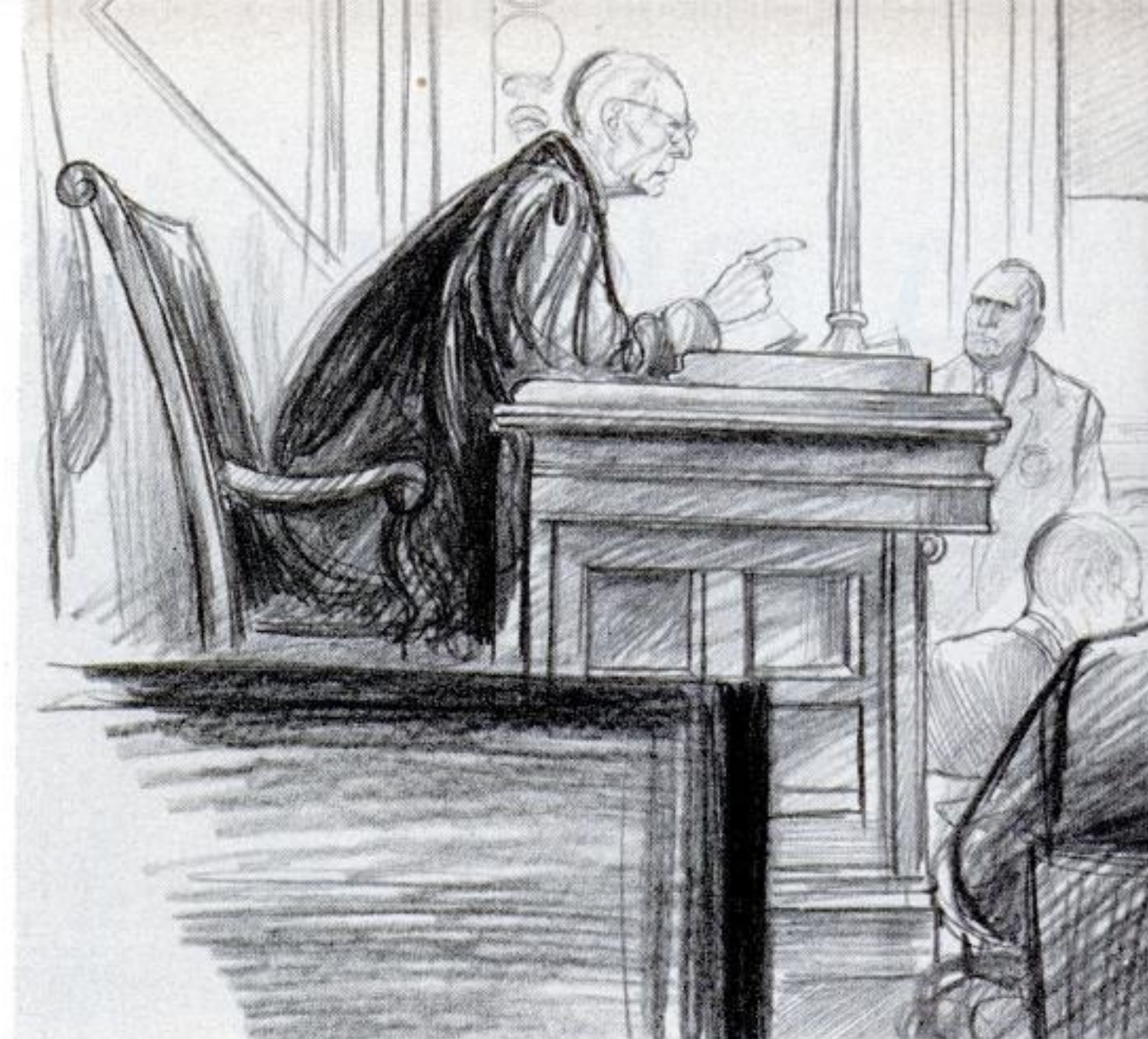
Those who know fine watches agree—Helbros creates timepieces outstanding for dignity and precision. A Helbros on your wrist marks your appreciation of true beauty and craftsmanship. Lifetime Jewels, Unbreakable Mainspring. From \$24.75 to \$1,000.00.



Thin as a coin and socially correct. Excellent 17-jewel movement. In gleaming 14-kt. yellow gold case.

Beauty to make the pulse beat faster. 17-jewel movement. Encased in 14-kt. yellow gold.

HELBROS WATCH CO., INC., 6 WEST 48th STREET, NEW YORK 36



## MASTER SPY CONTINUED

education. "I was an omnivorous reader," he recalls. "I spent all the time I could in the library and read everything I could get my hands on." He has a barely perceptible feeling of embarrassment about post-revolutionary Communist writing. "Of course," he says, "there were some good books written after the Revolution, too." Very early in his career his facility for languages brought him attention. "I listened a lot," he says, adding, in what certain FBI interrogators would probably regard as the understatement of the year, "and I always managed to keep my mouth shut."

It was his language ability that got him into intelligence work almost 30 years ago. Because of his long service he is probably as familiar as anyone in the world today with the complex Soviet espionage world of "legends" (the false identities which spies assume), "treffs" (meeting places) and "drops" (the complicated system of recognition points at which Soviet agents leave their information). English was always Abel's strong point, and while he was in Moscow he often taught it to espionage trainees.

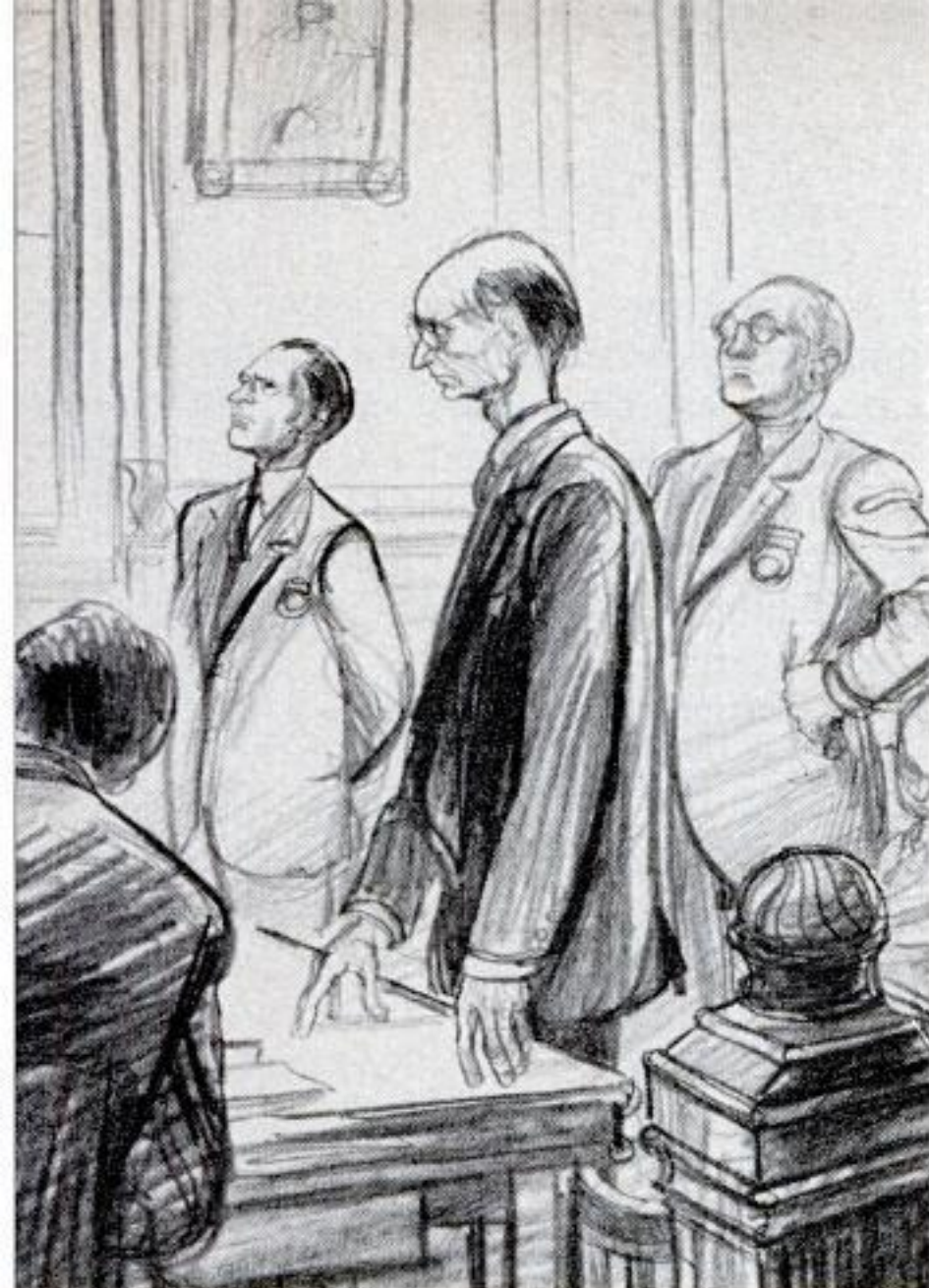
In 1948, carrying a false passport made out to one Andrew Kayotis, he arrived in the U.S. illegally from Canada to put his language and other abilities into practice. Where he had served before this—in the '30s and '40s—nobody yet knows, but it is assumed that he spent at least part of this time at Moscow headquarters.

From 1948 on, Abel made his own U.S. headquarters in New York. There he deliberately set about creating a new but small world for himself. In the manner of so many agents in Europe before him, he assumed the role of an artist as a "cover" because it helped him account for the irregular comings and goings of his real profession. To his few friends and acquaintances he confided that he made his living as a high-class radio mechanic (which he really was). As he told it, he would work hard for a time, then loaf. This served to explain the long periods he had to spend in his studio at 252 Fulton Street in downtown Brooklyn.

This studio was a triumph of audacity. The bleak \$35-a-month room, its shelves piled high with paintings, sketches, books and photographic equipment, was in plain sight of the grimy Gothic towers of the Federal Building, where Abel was later tried and convicted. He went by the name of Emil R. Goldfus, made friends with other artists in his building and became known as a man of conservatively bohemian tastes. He affected an inconspicuous costume of a tweed sports jacket and slacks and displayed inconspicuously liberal opinions on politics and art. His friends noted that he was fond of mathematics and that he seemed disappointed when others found his favorite calculus books too complicated. He spoke German occasionally and said that he had been born in Germany. According to a closely guarded—and phony—birth certificate made out for Emil Goldfus and later found in his room, he had been born in New York City on Aug. 2, 1902.

As a painter, Abel was fumbling but still good enough to be accepted by his neighbor artists. The scenes he painted were largely of downtown New York with downtrodden people predominating. "He used the colors a beginner uses who has talent but has never analyzed his tools," one of his acquaintances remembers. "But in another five years he would have been a very good painter." The painting "cover" genuinely interested Abel. "I would have progressed more in my artistic career," he told me, "if I had had more time." He smiled as he said it, for he has more than a fair sense of humor.





**FOUND GUILTY** by jury on all counts, Abel stands before Mortimer Byers, the judge, in drawing by Sharp. Byers informs Abel he will be returned to the custody of federal guards, who stand alongside him, until he is sentenced on Nov. 15.

The time that Rudolf Abel begrudged his painting belonged, of course, to an intensely private business world that his social companions never imagined existed. Abel's position in the Soviet espionage system was that of the head, or "resident," of a spy apparatus that still has not been completely exposed. He was much too important to waste his time training binoculars on radar masts protruding from the Brooklyn Navy Yard. He was, instead, a kind of spy executive responsible for the behavior and direction of several agents operating in his network. He assigned requests for information from the espionage "center" in Moscow and, it is believed, helped evaluate events and trends in the U.S.

But his most crucial role was that of communicator. He received instructions from Moscow on the short-wave radio in his studio and then received or transmitted information through a devious system of codes, secret "drops," signal stations and couriers. It was a job that took the patience of a stoic and the exactitude of a central European professor of mathematics, a type which Abel in fact resembles. From 10 to 11:50 on certain evenings he had to be in his studio on Fulton Street, straining to get the coded instructions from Moscow on his Model-S-38-D Hallicrafters radio. The rest of the time he performed the precious routine of a spy's life. He and his agents traveled a methodical round of intricately concealed drops set up in almost absurdly inconspicuous places: they buried parcels of greenbacks near Bear Mountain, left pieces of paper in a booth of the men's room at a Brooklyn bar, deposited microfilmed messages in hollowed-out screws at the base of a lamppost in Riverside Park, put thumbtacks on the undersides of park benches, met casually in the lounge of the RKO Keith's theater in Flushing.

### Not playing for peanuts

**O**N the surface such activity seems ludicrous. And it is true that Russian espionage has carried security to an exaggerated degree. But Abel and his associates were not, it must be remembered, playing for peanuts. Each personal contact with another agent or courier was regarded as perilous. It was not that Abel feared actual observation. Even the flourishing New York office of the FBI is not well enough staffed to assign agents to patrol parks or the men's rooms of theaters. But any agent might be captured or might even defect, in which case every other man who had had personal dealings with him would be in danger.

Timing and repetition were of the essence in all these operations. If a contact was missed, it usually could not be attempted again for several weeks. When a contact was made, Abel would then have to spend hours deciphering the intricate Soviet codes in which all communications were sent. Some of them depended on a knowledge of calculus for their solution, others hung on the alphabetical transference of a certain stanza in a Russian folk song. (In his spare time, fittingly enough, Abel worked on designs for a portable code-breaking machine.) There were long trips to the country to locate the residence of a contact or to investigate a suitable site for a radio transmitter. There were long hours spent photographing, developing and changing the chemical properties of film for easy concealment. To do all this work Abel kept a prodigious amount of equipment in his studio, from photographic chemicals to wire-tapping tools.

The codes were different for different agents. Some of Abel's own subordinates had private code systems of their own for communicating directly with Moscow. The Soviet intelligence center in Moscow

CONTINUED

# What? Gin'n Nothing?



Yes, when it's  
**FLEISCHMANN'S GIN,**  
it's so smooth you'll like it straight  
*...and gin that smooth makes  
perfect mixed drinks every time!*

DISTILLED FROM AMERICAN GRAIN • DISTILLED DRY GIN • 90 PROOF  
THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY



# New milder blend Edgeworth



No other tobacco is "ready-rubbed"



America's  
Finest Pipe

**Tobacco** CANADA'S FINEST, TOO!

For over 50 years, no tobacco has ever equalled Edgeworth for cool smoking pleasure. Aged, hill-grown white burley, blended and cut by Edgeworth's exclusive process, packed to stay fresh in the exclusive heat-sealed pouch. Try Edgeworth!



Exclusive, Heat-Sealed Water-tight Wrap-around pouch.

Made in Richmond, Virginia by

**LARUS & BROTHER COMPANY, INC.**  
Fine Tobaccos Since 1877

# At last...a camera that prevents human error!

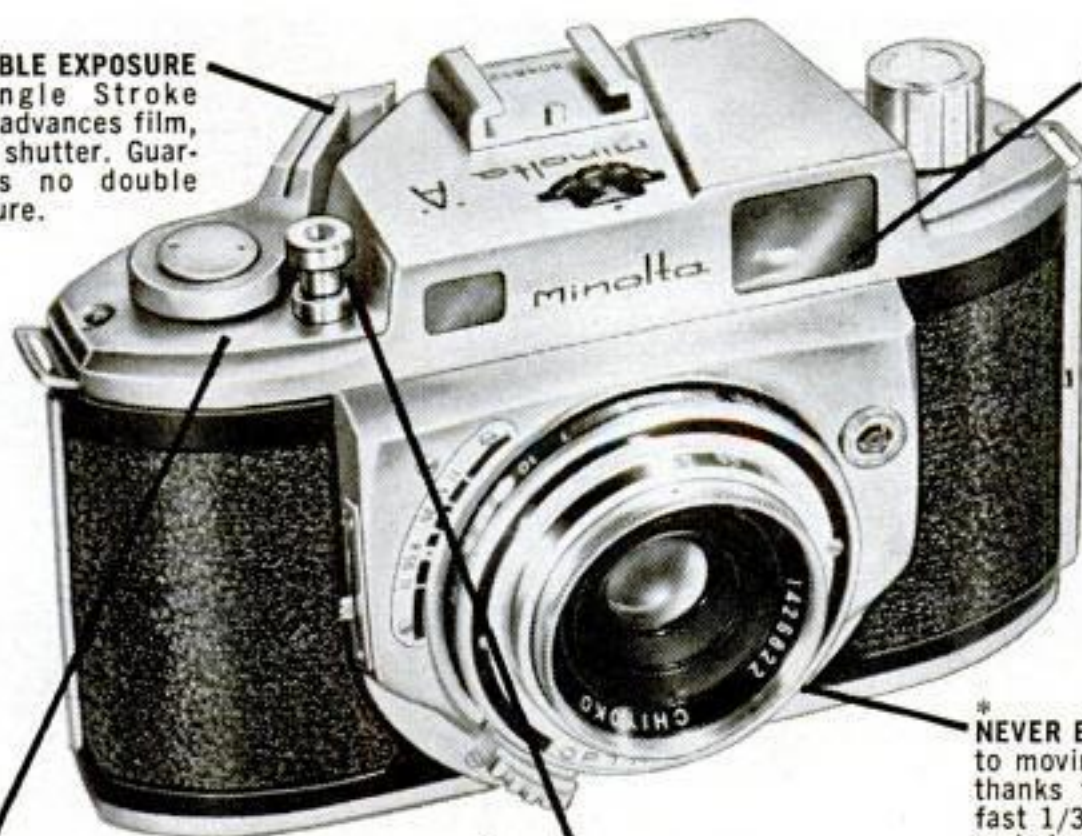
**\*NO DOUBLE EXPOSURE**  
—Single Stroke Lever advances film, cocks shutter. Guarantees no double exposure.

**\*NEVER OUT OF FOCUS**  
Built-in single window range finder guarantees perfect focus every time.

**\*NO UNEXPOSED FILM**  
—Built-in Advance Lock won't let you advance film until you snap a picture.

**\*NEVER FUZZY** due to camera "shakes." Vibration-free shutter guarantees smooth, easy release.

**\*NEVER BLURRED** due to moving subject—thanks to lightning-fast 1/300 of a second shutter.



**\$49.95**

Minolta 'A' 35 mm. camera. 4-element F/3.5 lens, completely coated and color corrected. Fully synchronized for flash. Leather carrying case extra.

**Especially Resultful with Color**

Minolta's 5 built-in safeguards insure clear, sharp, triumphantly successful pictures every time—especially with color! No other camera, bar none, gives you all these quality features—for so little money. Minolta Cameras, 150 Broadway, N. Y. 38, N. Y.

Ask to see  
the fabulous

# Minolta

Now featured and recommended by fine photo shops

The more you know about cameras...the more you appreciate Minolta.

## MASTER SPY CONTINUED

is historically the world's most suspicious intelligence organization. (In 1941 Moscow several times refused to believe its own agents' reports of the impending German invasion because it suspected them of being *provocateurs*.) To fulfill Moscow's demands meant a life of the most exacting discipline, which Rudolf Abel—at the cost of recurring stomach trouble—was able to lead as few others ever have. The only luxuries he permitted himself were such minor items as shaving lotions and filter-tipped cigarettes.

By 1952 Abel was completely settled down in his job. Then, late that year, came a new arrival who would later prove vastly upsetting to Abel's laboriously contrived and delicately balanced world. This was a loud-talking northern Russian named Reino Hayhanen, who was sent from Moscow to be Abel's assistant. Hayhanen had been in the K.G.B. since 1939 and ultimately held the rank of lieutenant colonel, but he knew next to nothing about the U.S. All his foreign service had been in Finland. During his last four years there—Russian espionage is thorough—he had built up a new "legend" or identity for his American mission. He was to become Eugene N. Maki, an American-born Finn whose parents had gone to Russia in 1927. His English was rough and heavily accented, and he was an extremely heavy drinker. To put it mildly he was hardly Abel's type.

Hayhanen was also a man with a grievance. He had originally been promised a comfortable berth in the "legal" arm of Soviet intelligence where he would masquerade as an embassy attaché. Later his bosses reneged on their promise and he was forced to serve as an undercover man in the "illegal" apparatus. His new boss, Rudolf Abel, seemed unnecessarily haughty and exacting. ("He treated me like a chauffeur," says Hayhanen.) Undercover life in Newark, N.J., where he established himself, 27 miles from Abel's studio, proved to be a strain, even after his second wife was allowed to join him.

### The troublesome assistant

THE more he saw of Hayhanen, the more Abel worried about him. Hayhanen's drinking, always heavy, increased. When Abel went to Moscow in 1955 for a four-month vacation, Hayhanen never left his vodka bottle. He began to miss drops and rendezvous. He failed to open up the photography shop in Newark which Abel had ordered him to operate as a "cover." Most seriously of all, although Abel did not know it at the time, Hayhanen had appropriated \$5,000 for his own use instead of giving it to Mrs. Helen Sobell, wife of the convicted Rosenberg accomplice, as Moscow had ordered. This would have shocked Abel, who was meticulous about the money given into his care. In July 1956 Abel began to urge Hayhanen to go to Moscow for a "vacation."

Reino Hayhanen knew that a "vacation" in the Soviet Union would be something less than a pleasure trip to the Red Riviera. He was also, as he later put it, fed up with the whole business—the painstaking, nerve-racking process of drops and covers.

Last April 24 Hayhanen finally left the U.S., ostensibly to report to Moscow. Ten days later he walked into the U.S. embassy in Paris and asked to be put in touch with the local representatives of the Central Intelligence Agency. It was the end of Abel's world.

Although he did not then know of Hayhanen's disastrous defection, Abel's growing suspicions had already given way to real alarm. On April 26 he paid two months' rent to the janitor of his Fulton Street studio and announced his departure for "a rest." After three weeks in Florida he returned north—this time to Manhattan, across the East River from Brooklyn. Taking another passport from his supply, he checked into the Latham Hotel as one Martin Collins.

It was too late. At 7:02 on the morning of June 21 he had an unexpected visit at the Latham from three agents of the FBI. "Colonel," said Special Agent Edward Gamber, "we have received information concerning you involving espionage." After a short discussion, the FBI men called in four agents from the Immigration and Naturalization Service, who had been waiting outside and who now formally arrested Abel on charges of being an illegally entered alien. By 5 p.m. Abel was in an Immigration Service plane bound for the alien detention center at McAllen, Texas. The successful nobody had suddenly become an unsuccessful somebody.

It is indicative of Abel's familiarity with American legal procedures that, when informed of the indictment against him, he did not ask the federal court to appoint a lawyer to defend him. Instead, he appealed to the Brooklyn Bar Association, to which the borough's best lawyers belong. He was not a penniless charge. At his arrest he had at least \$21,000 in cash and bank deposits supplied by Moscow.

The bar association went out of its way to find Abel a good lawyer. Its selection, 41-year-old James B. Donovan (who has given his \$10,000 fee to charity) was a fortunate one both for U.S. justice and for Abel. Although Donovan's normal business specialty is insurance

CONTINUED





Diamond Head, Hawaii



## Now you can telephone to and from Hawaii for less than ever before ...and the service is better

*Low station-to-station rates introduced as new telephone cables open*

With the opening of the new underseas telephone cables, station-to-station service to and from Hawaii has been introduced. Note the low rates for this service in the box on the right. Note also that the reduced night rates start at 6 p.m. instead of 10 p.m.

**Service is faster**—Telephone company operators now dial direct to telephones in Honolulu, just as they do to cities on the mainland. This speeds your calls, puts many of them through in seconds.

**And you hear more clearly**—Your call goes over the world's longest underseas telephone

cables—2,400 miles along the floor of the Pacific Ocean. That's why a telephone call to Hawaii is just as clear as a call across town.

If you have friends, relatives, or business in Hawaii, you'll enjoy the satisfaction of talking personally by telephone. It's quick, direct, and two-way. And if you're visiting the Islands, on business or vacation, there's no better way than the telephone to keep in touch with home and office while you're away.

It's easy to telephone Hawaii. Just give the operator your call.

BELL TELEPHONE SYSTEM



### LOW RATES TO HAWAII

These rates apply from Arizona, California, Nevada, Idaho, Oregon, Utah and Washington

	First 3 Minutes Station-to- Station	Person-to- Person	Each Added Minute (applies to all calls)
Day rates	\$600	\$900	\$200
Night and Sunday	\$525	\$825	\$175

These rates apply from all states not listed above

	First 3 Minutes Station-to- Station	Person-to- Person	Each Added Minute (applies to all calls)
Day rates	\$750	\$1050	\$250
Night and Sunday	\$675	\$975	\$225

Add the 10% federal excise tax. Night rates now start at 6 p.m.





*first-sip* pleasure...with Comfort\*

One sip of Southern Comfort and you like it! The only liquor kissed with sunny southern nectar to heighten your enjoyment. Try Comfort\* on-the-rocks... straight over ice with a twist of lemon peel... and appreciate its good taste!

\*Southern Comfort, naturally!

*Southern Comfort*

SOUTHERN COMFORT CORPORATION • ST. LOUIS 3, MISSOURI • 100 PROOF LIQUEUR

Put your man  
on easy feet...

Give *Evans*  
*Slippers*

2198 Cherokee...  
just right for relaxing.  
Lined with glove lamb skin  
with plenty of padding  
under foot.  
Also in black.



Hand turned  
for handsome giving

© L. B. Evans' Son Company, Wakefield, Massachusetts

## MASTER SPY CONTINUED

work, he had a wartime record as general counsel of the Office of Strategic Services, a fact that gave Abel a curious amount of "professional" confidence in him. In 1945 Donovan participated as a U.S. Navy commander in the prosecution of the Nürnberg trials. It was his lucid summary of the issues involved in espionage and international war crimes, given in the course of a casual speech in 1946, that moved a fellow lawyer with a long memory to nominate him for the Abel job, which he performed particularly well. To help him

defend Abel he took on two young lawyers, Thomas M. Debevoise II and Arnold G. Fraiman, who had previously spent several years as assistant U.S. attorneys.

In a substantive sense Donovan and his two associates did not have much of a case. There was never any doubt that Abel was a Soviet espionage agent, and he had already admitted his Russian nationality and illegal entry. But from a legal standpoint there were some debatable constitutional issues involved. Trying a foreign spy for espionage under Anglo-Saxon law, with its impressive network of guarantees for the accused and its stringent demands of proof, is like trying to wing a moth with an elephant gun, and Donovan's team did its best



HIS BETRAYER, Reino Hayhanen, was sketched by Abel in courtroom.

to protect its moth. As Donovan himself later stated, "It's not so much that a spy is against the law. He's outside it."

For the prosecution Assistant Attorney General William F. Tompkins and U.S. Attorney Kevin Maroney had serious problems. Their case for conspiracy could boast no captured plans, maps or secret diagrams. Their principal witness, Reino Hayhanen, was not the scoutmaster type, and his habits had grown worse with the passage of time and the strain of his break with the Russians.

In court, while the lawyers debated the legal issues, Abel himself seemed composed. He never lost his flair for detail (he spent hours painstakingly writing down pertinent court decisions that he had heard of) or for the apt classical allusion. "If you remember *Les Misérables*," he noted during a discussion of his espionage tools, "Jean Valjean received a hollow coin with a file in it."

His sense of humor never deserted him. "Be careful," he said urbanely when a prosecution exhibit almost fell on him. "Don't kill us before our time." After each court session he returned to the Federal Detention Headquarters on West Street where he became the most popular prisoner within memory. The other prisoners scrupulously called him "colonel." He listened politely to their anecdotes and advice and in turn made liberal loans to them from his large supply of filter-tipped cigarets. He was easy to converse with on a wide variety of subjects, from card games (he likes two-deck solitaire) to Elvis Presley, for whom as a classic guitarist he harbors hostile feelings. "Presley is not a musician," Abel would say. "He is a strummer."

During the nine-day trial his composure was only once shaken. This happened when the attorneys for the prosecution and defense read some personal letters from his family back in Moscow. Sent to him on microfilm, they were beyond doubt authentic. Crammed with detailed discussions of the minutiae of family life, they revealed a devoted husband and father, a man who liked quiet and enjoyed tinkering about the house. He had taught English to his daughter Evelyn, and the colloquial tone of her letters was a tribute to a kind though exacting parental schoolmaster. The daughter was married but was still in doubt about her new life. Her letters were a continuing appeal for advice and comfort.

"Dear Dad," one of her birthday letters began, "I wish you many happy returns. Many thanks for the parcel, and all you sent us... Daddy, dear, I'm missing you so much. You just can't imagine how much I need you."

"It's almost four months since I'm married, and to me it seems an eternity... In general he's a good chap, but he isn't you, or even like you..."

"I now work as an 'engineer referent' in aviation. My boss is a very good man and we like each other. He's a bit like you, though not so broadminded and not so very erudite..."



As the attorneys droned through the rest, Abel's steel cage of self-discipline almost cracked. His face grew red and his sharp, deep-set eyes filled with tears.

The testimony of his personal life did not, of course, carry legal weight. The jury was influenced far more by the story of an unexpected witness, M/Sgt. Roy A. Rhodes, 40. Rhodes was an Army mechanic who had been sent to Moscow in 1951 to work for the U.S. embassy and had drifted into betraying U.S. secrets to the Russians.

Rhodes's testimony provided convincing evidence that Abel and Hayhanen had been engaged in a conspiracy to subvert the loyalty of the U.S. armed forces, one of the counts in Abel's indictment. Before coming back to the U.S. from Moscow in 1953, Rhodes had agreed to work for the Russians at his subsequent duty stations in the United States. These were to include, significantly, the coding section at the Signal Corps station at Fort Monmouth, N.J., where Julius Rosenberg had at one time worked as an engineer. But the Russians had not heard from Rhodes. In November 1954 Rhodes's old Moscow employers ordered Abel to locate him. Moscow's order, which Abel had Hayhanen execute, was, the prosecution argued, concrete evidence of actual conspiracy on Abel's part. The defense raised the question that Rhodes's entire story was irrelevant and prejudicial. But the jury took it very seriously.



**HIS JUDGE**, Mortimer Byers, 80, appears in another drawing by accused.

It took the jury three and a half hours to reach a verdict, for Donovan, as was his duty, had cast considerable doubt on the legal Simon-purity of the government's case. But the final verdict was guilty on all counts. Abel flushed briefly when he heard it. Then he was hustled off to Federal Detention Headquarters across the river. His fellow prisoners assured him that he would never be executed. He got a good night's sleep.

#### Some unanswered questions

**T**HE verdict against Abel has left some unanswered questions: There is a legal question that would certainly provide the basis for an appeal. At the time that Abel was arrested and his effects seized by the FBI, some of them to be used as evidence against him, the only authority for the act was a purely administrative alien detention warrant issued not by the FBI but by the Immigration and Naturalization Service. The defense claimed that the confusion of procedure in Abel's arrest rendered the evidence inadmissible since there was no court authority for search and seizure. The issues in the defense's rather complex argument were no idle legalisms, but involved the safeguarding of individual rights under the Fourth Amendment. They also raised some disturbing doubts about the FBI's success in separating its dual functions of 1) a necessarily clandestine counter-espionage organization and 2) a legal law enforcement agency. If an appeals court were to reverse the conviction on these grounds, and the government felt that it could not get another conviction, the U.S. would face the ludicrous prospect of merely deporting Abel or else trying him for income tax evasion.

There is a security question: what has happened to the rest of Abel's spy network and what has it accomplished? It is certain that several major operatives in Abel's residency are still at large, unless the "center" in Moscow has been able to extricate them. And no one has yet estimated the extent of Abel's own depredations. That he directed the latter stages of the Rosenberg espionage is only one of a half-score suppositions. No one knows how many more bits of paper and hollowed coins and screws are being placed and retrieved by nobodies beneath anonymous park benches or in the washrooms of unidentified bars. No one knows how many earphones in nondescript studios are tuned to the center's daily broadcasts, or how many mathematical minds are grappling with the everyday intricacies of the calculus codes.

Was Abel betrayed not by a sudden defector but by a man long in contact with U.S. security agencies? Was it possible that Reino

CONTINUED



**Always a special need...**

**now a special laxative**

*for  
women  
only!*

Sure, gentle,  
more normal relief...even  
after childbirth and  
during problem periods

Constipation presents special problems to a woman.

A woman's system is complex and sensitive. It undergoes cycles of change during which constipation may make discomfort even more severe. So it's almost unbelievable that science never until now has developed a special laxative for woman's special needs!

Correctol is a new kind of laxative... made possible only by a recent major medical discovery.

This medical miracle is a new *non-laxative regulator*—with a wonderful, harmless softening action. Along with this,

you get just enough mild laxative to start you toward normal regularity.

So Correctol acts promptly but unhurriedly. It gives the relief a woman wants and needs...but it's gentle, more normal relief. What's more, Correctol gives these results with far less laxative medicine than other preparations using the same ingredient for their effect!

Try new Correctol. See how much more naturally it brings relief. 30 tablets, only \$1.00—any drugstore.



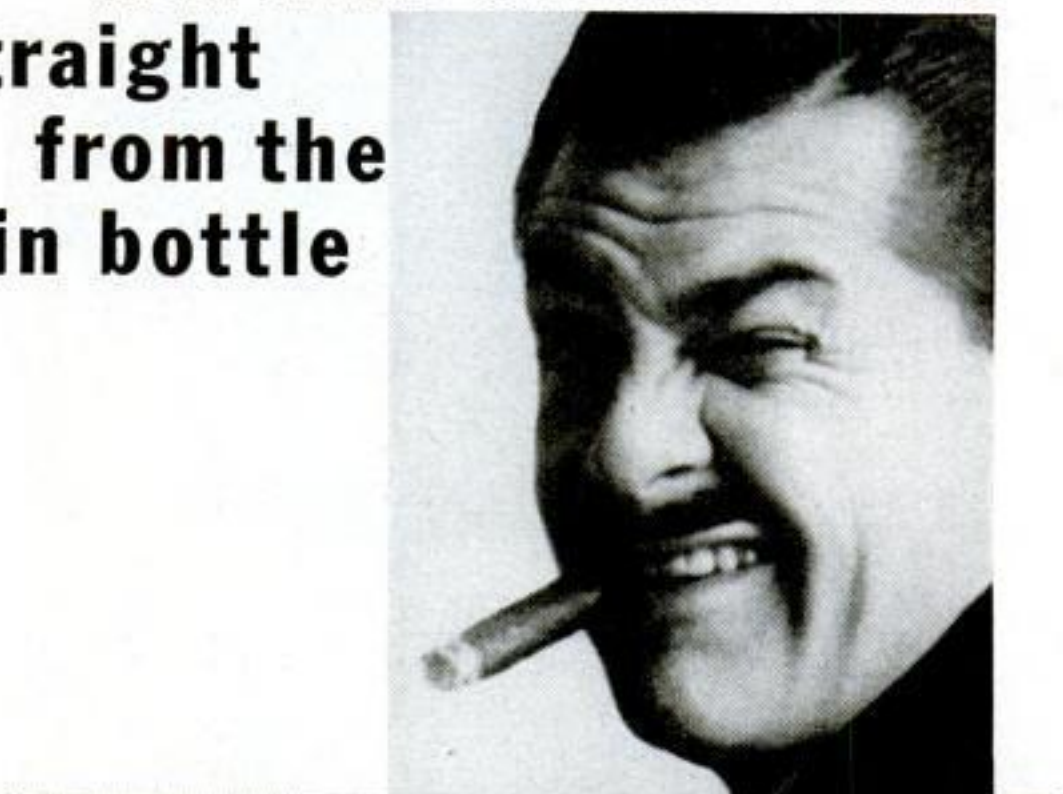
**Correctol**

*the first laxative especially for feminine use*

ALSO AVAILABLE EVERYWHERE IN CANADA



## Martinis on-the-rocks straight from the Heublein bottle



ERNIE KOVACS, AUTHOR OF "ZOOMAR"

Now it's as easy to serve expertly mixed cocktails as it is to pour straight whiskey. Get Heublein's Martinis—made with choicest pot-stilled gin and vermouth—perfectly proportioned. Then simply pour over ice—right from the bottle.

G. F. HEUBLEIN & BRO., HARTFORD, CONN.

# HEUBLEIN

## COCKTAILS

ready-to-serve full-strength

EXTRA DRY MARTINIS, 75 PROOF • MANHATTANS, 65 PROOF • AND 8 OTHER POPULAR KINDS



now... 12 to 24 cups  
of delicious coffee  
*automatically!*  
West Bend "party perks" in 3 sizes

# WEST BEND

## 24 cup, 50 cup and 72 cup party percolators

12 to 24 cup size \$29.95  
20 to 50 cup size \$39.95  
24 to 72 cup size \$42.95

Just pour in cold water—plug into AC outlet—add coffee—and forget it. Delicious coffee is as easy as that—and the coffee stays serving hot automatically, too. These new, large perks operate as easily as your 8 cup percolator. Signal light flashes when coffee is ready to serve. Durable aluminum. There are West Bend automatic perks from 2 to 72 cup capacity.



CANISTER SET



AUTOMATIC SKILLET



FLAVO-MATIC  
COFFEE MAKERS

at leading housewares, hardware, gift  
and appliance stores; prices slightly  
higher in Canada and Hawaii.

**WEST BEND ALUMINUM CO.**  
Dept. 70b, West Bend, Wisconsin

## MASTER SPY CONTINUED

Hayhanen had sought the protection of the U.S. government long before his official defection in Paris? Was his drinking and inaction of the last few years part of a dangerous trick he was playing on the Russians? All this, it can now be revealed, was highly possible. Using Hayhanen as a double agent over a period of time would have been the one way to get the closely hidden identities of Abel—and others, not only in the U.S. but in Paris, where the Soviet underground feeds on the highly developed network of the French Communist party. Hayhanen checked with the Russians in Paris before he walked over to the U.S. embassy. If he were a double agent all that time, the act must have required cold courage.

### The calm, mysterious prisoner

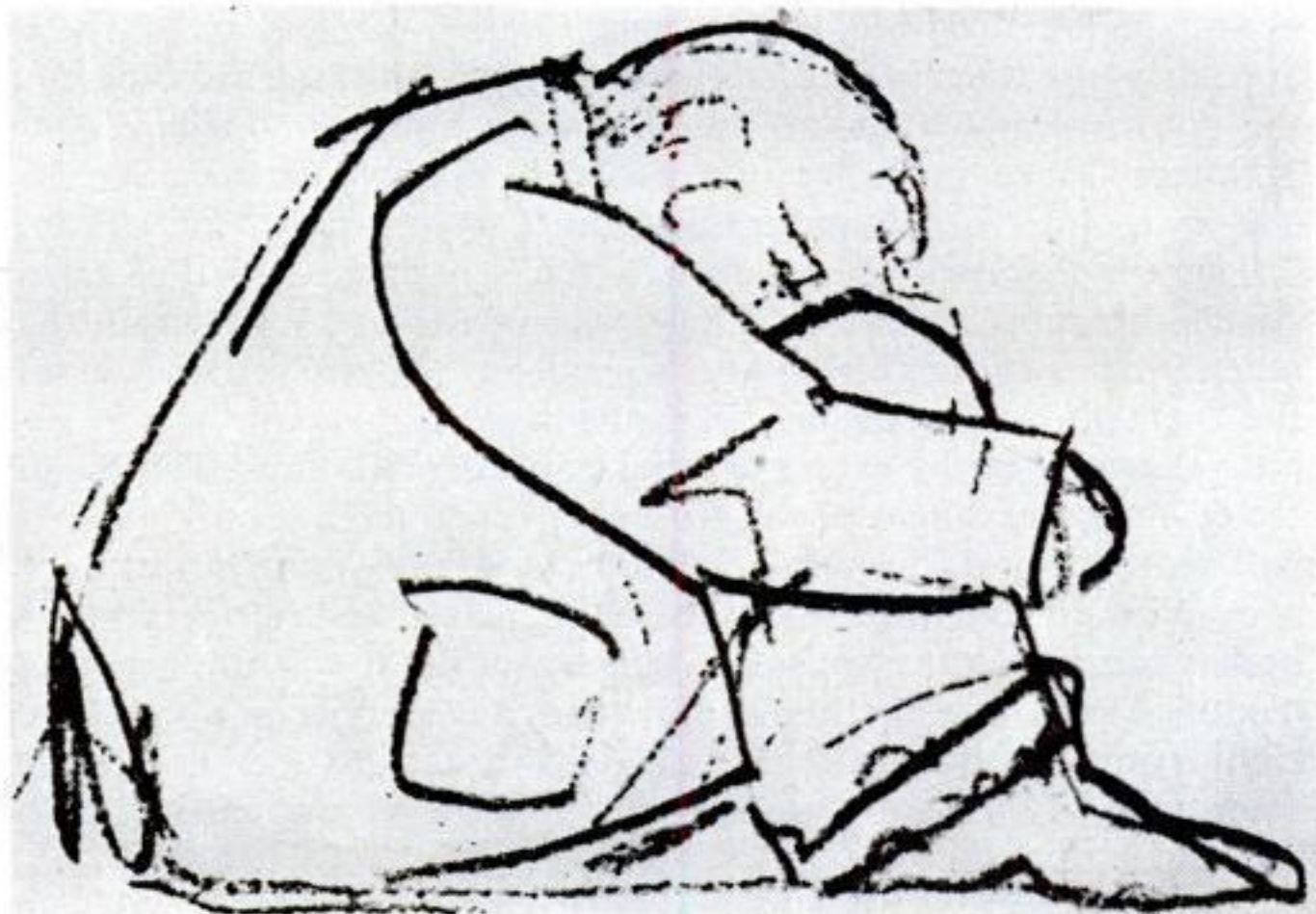
**B**UT the big question is still the man called Rudolf Ivanovich Abel, holding the assimilated rank of colonel in the K.G.B. No one can estimate the conflicts within his mind and soul as he sits in his maximum security cell, voice calm and stomach tight, reading the books from the prison library and smoking his filter-tipped cigarettes. In a passage from Pushkin's *The Captain's Daughter*, long a favorite of Abel's, young Pyotr Andreyvich's father gives him this advice as Pyotr leaves home to join the army: "Goodbye, Pyotr. Carry out faithfully your oath of allegiance, obey your superiors; don't seek their favor; don't put yourself forward and do not shirk your duty; remember the saying 'Watch over your clothes while they are new, and over your honor while you are young.'"

The man called Abel was always one to take such advice close to heart. Is it possible that the patriotic advice Pushkin gave to Pyotr Andreyvich about his Russian oath remains strong enough to outweigh the newspaper reports on Hungary, the purges and the obvious disillusionments of the post-Stalin Khrushchev era. Would Abel's attitude be different if his wife and his daughter were safe outside Russia? No one knows.

Is it possible, finally, that Abel consciously kept to foreign espionage to avoid having to face the unpleasant realities in the "motherland" he was serving? He *did* like his work. The higher forms of espionage, as all those who have practiced them attest, combine the primitive thrill of the chase with the intellectual craving for the joys of deduction. "A real pro," Prosecutor Tompkins said of Abel in his summation to the jury. "This was this man's chosen career. He knows the rules of this game, and so do his family, so does his mature daughter. He is entitled to no sympathy." With this Abel would surely agree.

Perhaps the only hint of Abel's perplexity—and it is a big one—comes from his sketchbooks. Page after page they show lonely, middle-aged men, sitting on benches, talking sadly on the street, playing chess or checkers in Washington Square. It is a peculiar loneliness, one that a Russian would understand more readily than an American. The men in the sketches are not broken. They are useful. They function. But they are men who seem to be questioning the purpose of their lives, even while they admit the sad necessity of living out those lives.

All this possible inner conflict of Abel's is as nothing compared to the bewilderment of those who knew him before his arrest last June, or the confessed inability of those who met him in the more recent months, to reconcile Abel's character with his mission. "He was a very civilized person," said one of his artist friends. "It is difficult to accept the fact that he wanted to destroy your life."



**CLUE TO ABEL'S CHARACTER** are his sketchbooks which are full of drawings of lonely men like this one, burdened by life and yet resigned to it.





**Complete Fabric Control**  
Just dial...

**Yellow for woolens.**  
Wash shrink-prone fabrics in confidence.



**Red for cotton.** Automatically selects correct heat, speed, time.



**Purple for lingerie.** Washes all your frilliest synthetics so safely.



**Blue for soft fabrics.** Perfect for terrycloth, chenille and corduroy.



**Orange for Wash 'n' Wear.** Synthetics come out wrinkle-free.



**Green for Acetates.** Rayons last longer without harsh scrubbing.

## Announcing the 1958 RCA WHIRLPOOL Washer with Revolutionary New Automatic Fabric Control

### Exclusive New Automatic Fabric Control.

Gives settings automatically—assures perfect fabric care.

### Only Built-in Lint Filter.

Automatically screens out objectionable lint and fuzz.

### Money-Saving Suds-Miser®.

Economically re-uses soap and hot water over and over.

### New Cold Water Washing.

New safety for your precious woolens and problem fabrics.

**5-YEAR WARRANTY** on sealed-in transmission.

Yes, Ma'am, you can wash anything washable in this new, completely worry-free RCA WHIRLPOOL. Chenille? Dial blue—that's all you do. The new Automatic Fabric Control selects exactly the right combination for the fabric you want to wash from RCA WHIRLPOOL's 60 basic washing combinations. It's the simplest, surest, safest, cleanest washing ever. Take your pet cashmere—or any problem fabric—to your RCA WHIRLPOOL dealer and prove it for yourself.

*Matching gas or electric dryer with matching Automatic Fabric Control. Both available in porcelain white or decorator colors.*



**Even Cold Water Washing.** Five wash temperatures! Even Cold Water Wash, if you like, for shrink-prone fabrics. Less shrinking, less wrinkling when you use cooler water and a slower, gentler speed.



**Only built-in Lint Filter.** No objectionable lint on clothes, no tray in the way. Works full-time, even on partial wash-loads. 1199 drain-away openings in the tub drain soil away from clothes.

**2-Speed, 3-Cycle Action.** Normal action for cottons, linens and all regular fabrics—plus a slower, gentler speed for woolens and all delicate fabrics—plus a special cycle for all Wash 'n' Wears.



**Exclusive Suds-Miser®.** Built-in suds return system pumps hot, sudsy water out for storage, pumps it back for re-use. Saves gallons of hot water—saves many, many boxes of soap—saves you money.



# Whirlpool

BETTER HOME APPLIANCES... FOR BETTER HOMES

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks and RCA authorized by trademark owner, Radio Corporation of America.)



## MAN'S NEW WORLD: PART II



PLASTIC COVER, BLOWN UP LIKE A BALLOON, SHELTERS SWIMMING POOL IN BACKYARD OF BUFFALO INVENTOR WALTER BIRD SUMMER AND WINTER. AIR BLOWER

# TOMORROW'S LIFE TODAY

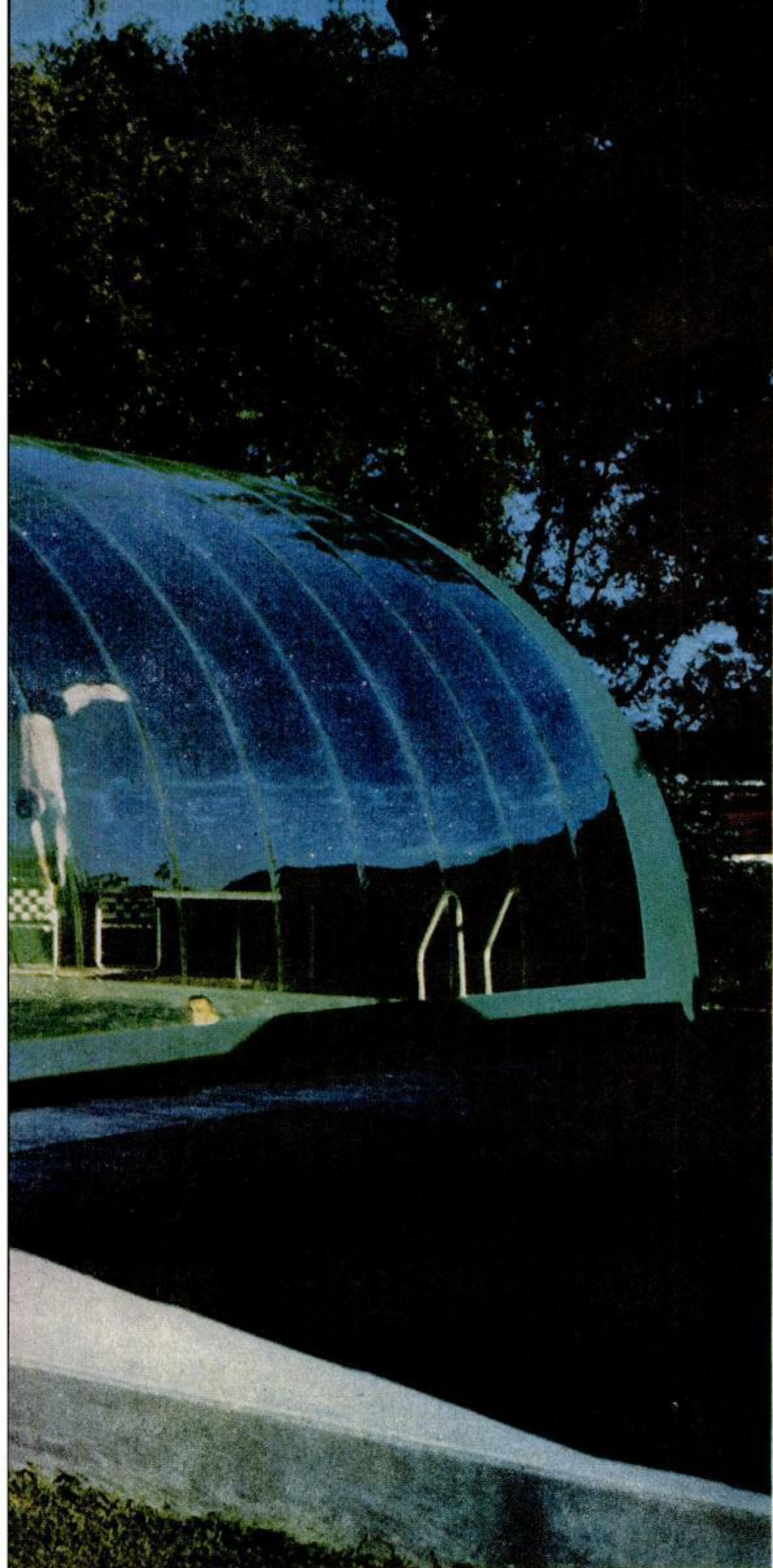
The fabulous industrial development described in the first instalment of "Man's New World" (Life, Oct. 7) is only part of the movement which is thrusting man into the future even as he lives in the present. Though seemingly so remote from this workaday world of housing and transportation and communication, the advances in technology have already begun to change the world—to put man's everyday living into a new realm of plastic houses and jet cars, to launch him vertically into the air on one-man flying platforms, to bring into his vision and hearing events as they happen anywhere on the earth's surface or deep under the sea.

Mankind has already had a mouth-watering taste of the meal that technology is cooking up for it. Such modern wizardry as plastics, miracle yarns, television, air conditioning and frozen foods, once the dream

children of imaginative inventors, have in just the past decade become commonplace necessities. What surprises the inventor is that it takes so long for his progeny to reach the public. Practical house-building, say the architects, is 20 years behind proved theory. Such understandable factors as the high costs of factory retooling, massive consumer resistance and a clinging to tradition are responsible. But the impatient scientist and technician must often feel that it is man himself who stands in the way of man's mechanical paradise.

Nevertheless the new day is just about here, as the developments on these 14 pages show. In housing and community living, the changes are moderate. More startling to contemplate, though not unexpected, is the immediate future of transport with its personalized flying machines that will open up hitherto inaccessible rural lands for daily commutation.





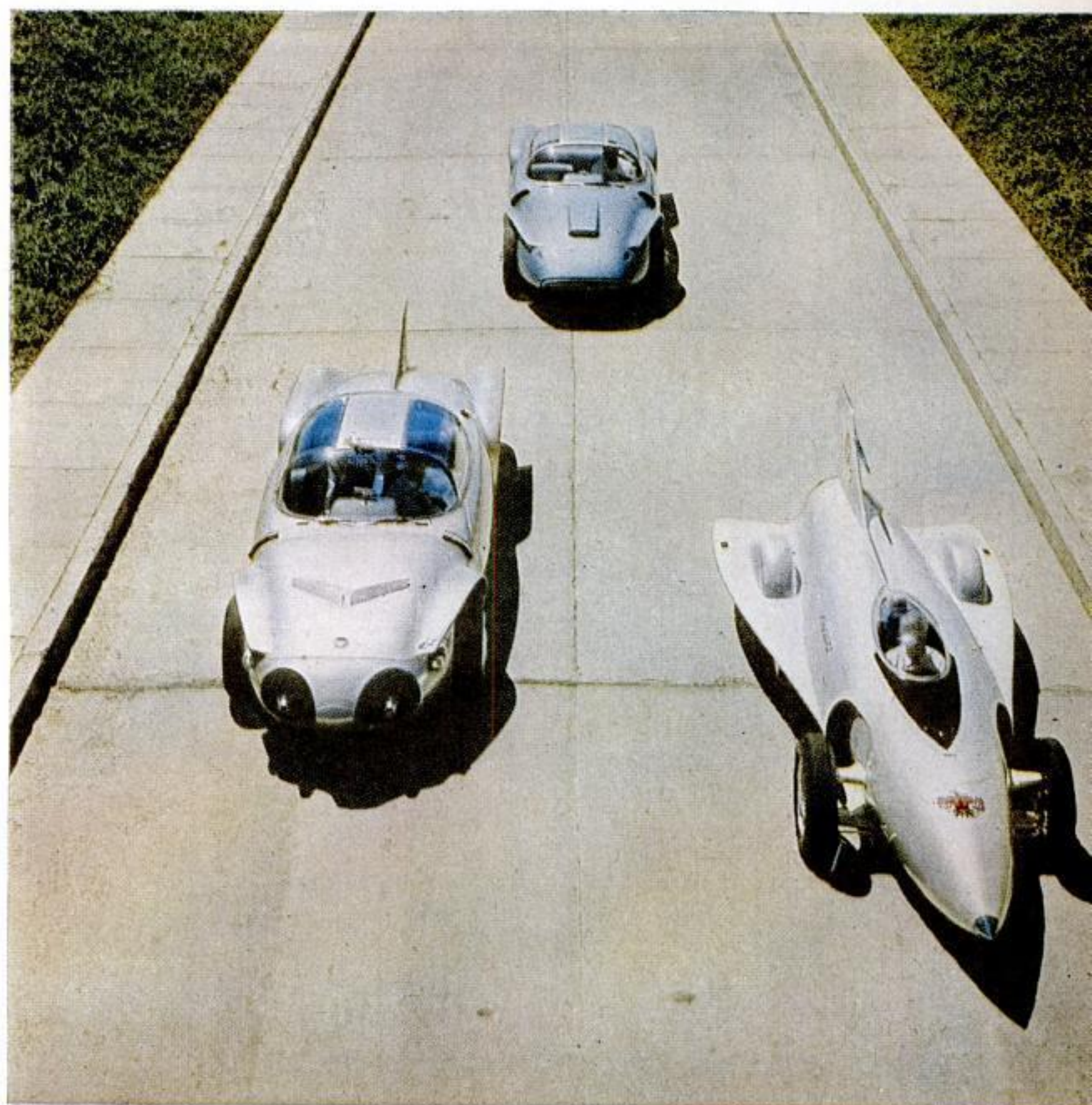
KEEPS IT INFLATED. DEFLATED IT ROLLS UP LIKE A LONG RUG. COST IS \$2,000

## The new technology already has samples of changes it makes in everyday world

Not quite in being, though not far off, are more startling but perfectly practicable plans for supplying the world's food and clothing. The latter, from men's socks to ladies' swim suits, may well be either quite indestructible and unsoilable or else, quite the other way, as disposable as a facial tissue. Food will not come from the home freezer but off the shelf where, processed by "dehydrofreezing" (now being perfected), it will be kept in sealed, transparent plastic bags divested of almost everything but its flavor and nutriment. If the unsoilable clothes do get soiled and the dehydrofrozen dinner is eaten off old-fashioned, nondisposable dishes, clothes and dishes can be thrown into the ultrasonic washer. In this device gentle sound waves rather than agitation will dislodge dirt particles. It is almost as sure to be as much a part of modern living by 1977 as the helicopter and 21-inch TV screen are way back in 1957.



**CREASED ROOF**, on a house in Atlanta, is made of laminated plywood folded around plastic skylight and held together by cable threaded through lower edge. Light and cheap, it provides unsupported span for modern, uncluttered interior.



**JET-ENGINE AUTOS** are being tried by GM. In foreground are Firebird II (left) and Firebird I, both gas turbine models. The XP-500 (rear) is a free-piston powered car that uses almost any low-grade oil fuel. Here they are running at GM.

CONTINUED





**NYLON AIRHOUSES** pop up on a university campus in Kentucky. Made of U.S. Rubber Company's Fiberthin, a vinyl-covered nylon fabric four times as strong as waterproof canvas yet 40% lighter in weight, domelike houses are kept

up by air, pumped in by small blowers. They are anchored at base by ballast ring of sand or water. Already catching on for industrial and military use, they are being developed as vacation houses for around \$1,000 for a 20-foot-diameter size.





**PLASTIC MUSHROOM**, Monsanto Chemical Co.'s experimental house, consists of only 20 molded pieces. Whole house rests on a 16-foot-square block of concrete. The four wings are cantilevered from utility core in center. Floors and

ceilings are foot thick, of rigid urethane foam set between reinforced plastic panels. The 1,300-square-foot house has two bedrooms, living room, family room, kitchen and two baths. All fixtures, like bathtub and sinks, are molded plastic.

## NEW SHAPES FOR SHELTER

In no field of man's existence—not even in the food he eats or the clothes he wears—has the ordinary man dug in his heels against technological change as stubbornly as in the house he inhabits. His reasons are usually quite valid ones like his own fondness for familiar styles or wariness of untested ideas, the resistance of home-builders to radically new techniques or the use of new materials and antiquated building codes which resist change.

But when these reasons are bypassed surprising things happen. New materials—metal, plastic, concrete—are used honestly and not as imitation wood and stone. Crimped aluminum on a mast roofs a unique beach house (right) and molded plastic encloses five rooms (above). At the same time, radical designs and structural concepts (next page) bring new efficiency to home building. As the U.S.'s bumper crop of World War II babies, soon to marry, threatens the U.S. with the greatest population explosion in its history, some such methods will be needed to provide the almost two million new units a year necessary to house it.



**ALUMINUM BEACH HOUSE**, by Alcoa, is built around aluminum mast. This model is half scale. Full-scale, 37-foot-diameter house has three bed-

rooms, bath, living-dining-kitchen, walls of glass, 15½-foot-high roof of anodized aluminum. Motor rotates house so occupants can get sun or escape it.

CONTINUED





**BATWING HOUSE** in Raleigh, N.C. was built in 1955 by Argentinian Eduardo Catalano. It is essentially a six-room glass box roofed over by a giant 3,600-square-foot geometric form known as a hyperbolic paraboloid. Its doubly curved

shape makes it possible to have a thin roof with great structural strength. It is supported on the ground at only two points. Catalano is now trying to arrange mass production of its roof in aluminum instead of costly laminated wood strips.

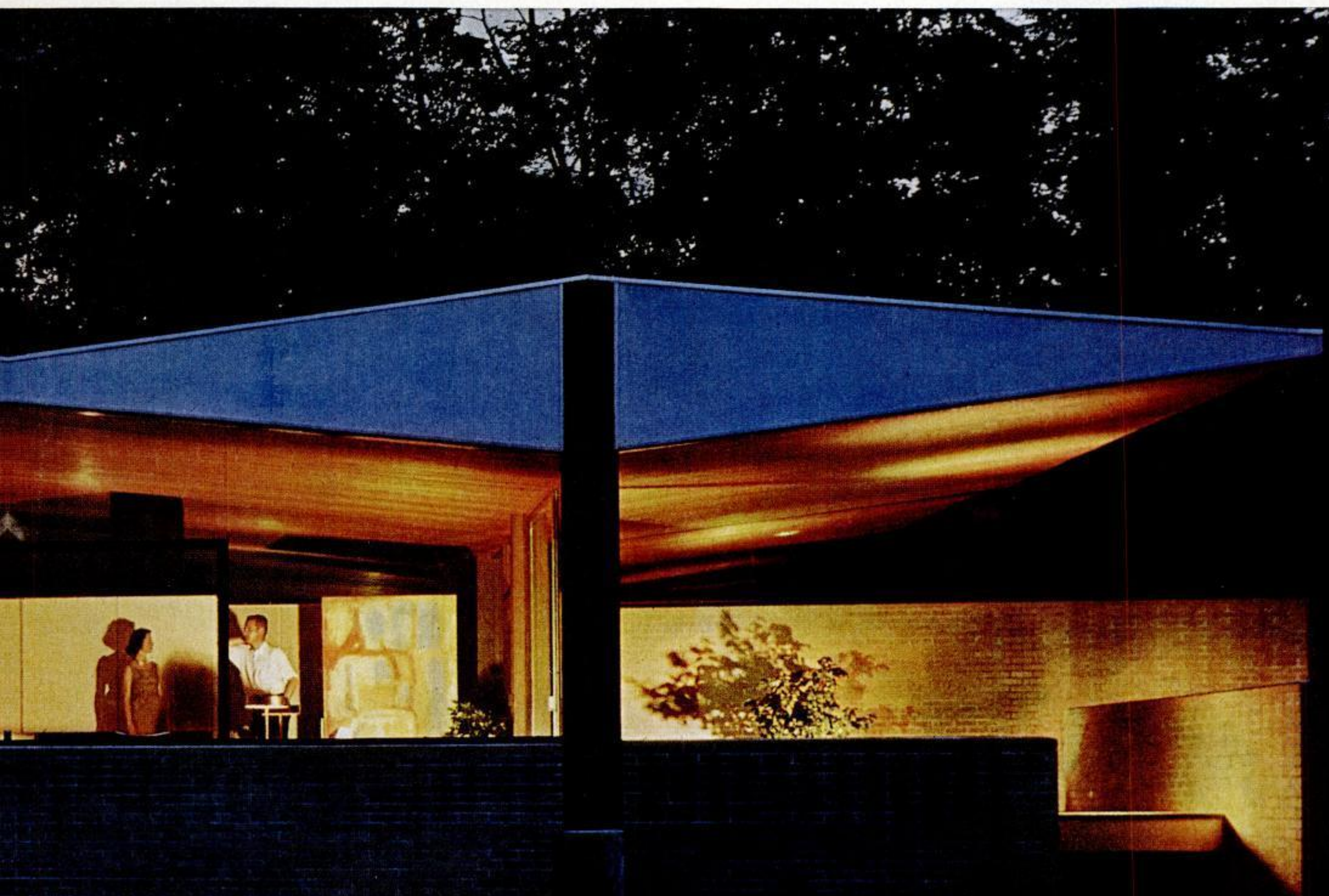






**STEEL-ROOFED HOUSE** in Rye, N.Y. built by Ulrich Franzen brings skyscraper methods into small house building. Eight diamond-shaped roof trusses, formed of prefabricated steel parts and supported by eight steel columns, were lowered

into place by three men and a mobile crane in one day. Since no walls, interior or exterior, need bear the weight of the roof, the owner has unlimited choice of materials (here mostly glass and brick) and arrangement of the finished house.







**FOAM FURNITURE**, created for a stylized interior-of-the-future by the Mobay Chemical Company, is made of urethane foam. It weighs half as much

as foam rubber and can be made hard as steel or soft as down. Boy in foreground is demonstrating action of foam which rises, yeastlike, 30 times its size.

**ELECTRONIC KITCHEN** (below) by RCA Whirlpool, has master control panel (center with TV nursery monitor upon it). A buglike floor cleaner

## NEW PLASTICS FOR INTERIOR

Based on what is ready for the market today, plus the pronouncements which daily bubble forth from laboratories and drafting rooms, the new home interior can be described in one technologist's phrase: "Plastics, plastics, plastics and electronics."

Walls and floors will be either made of, or filled with, plastic. There are or will be plastic room dividers, plastic paints and water pipes (both already widely sold) and, very soon, plastic-foam furniture in all the shapes and sizes shown in the stylized room above. Interiors will be vastly more flexible as nonload-bearing walls, made possible by methods such as those shown on the preceding pages, can be moved about.

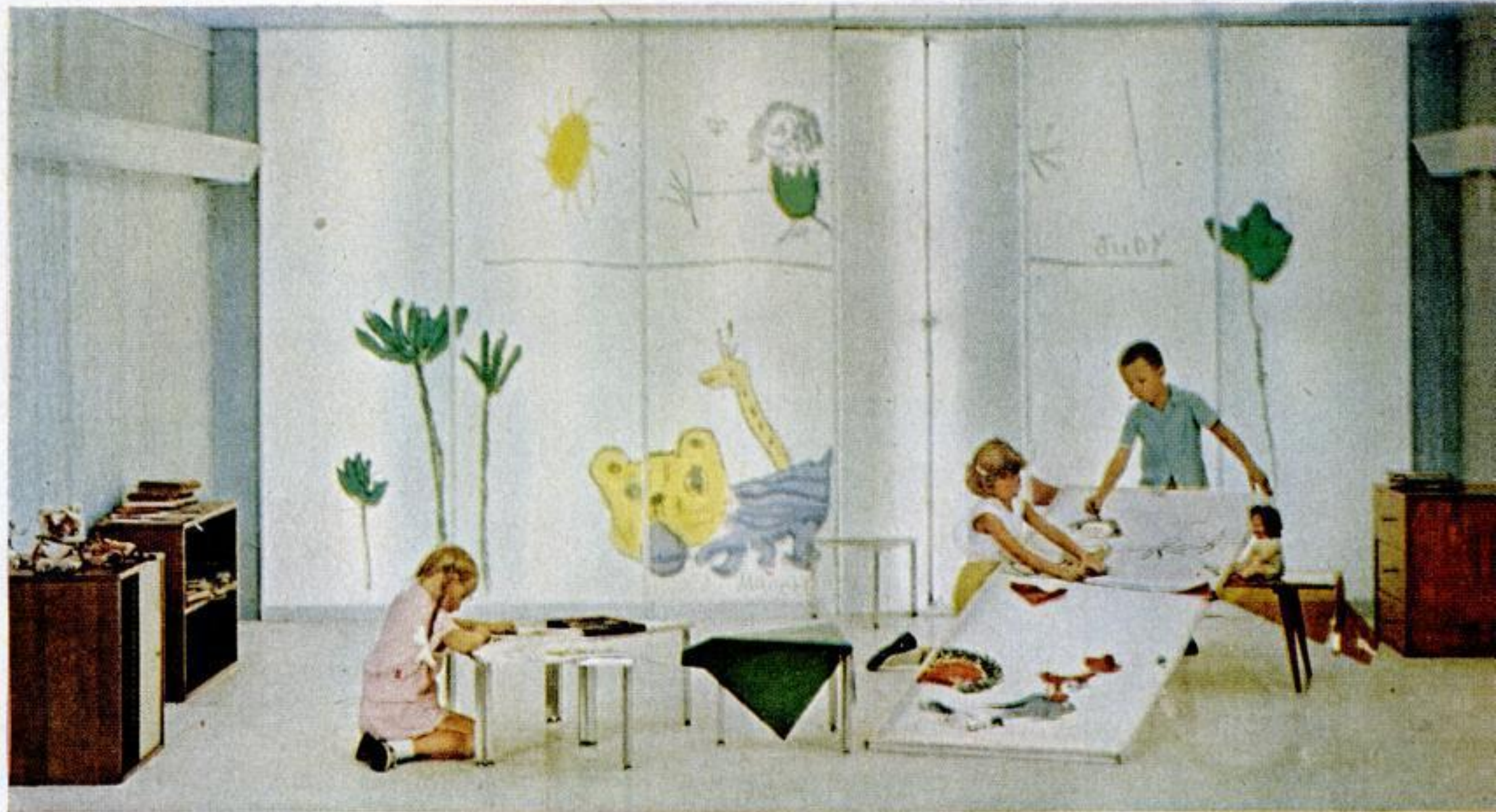
As for electronics, there will be electronic air conditioning and automatic weather-eyes to open and shut conventional windows. Toys (see opposite page) will operate by sonic waves, and meals will be defrosted, cooked and served by an electronic "brain" which will even direct the crawly monster (right) to clean the floor and then get back to its kennel and clean itself.







wanders over the kitchen (tracers of red light) picking up dirt, then hides under cabinets at left to clean and recharge itself for new automatic foray.



**LUMINOUS WALL**, by General Electric, consists of translucent Fiberglas panels covering 60 four-foot fluorescent tubes. In the child's room above,

panels can be removed and decorated by pasting cutouts of theater gelatin on back. Transformer permits lights to be brightened or dimmed at will.



**SONIC TOY CAR**, technology's latest contribution to toy industry, is guided in its travels (streak of light in this time exposure) by whistle blown by

small boy. Battery-powered, the gold car goes by itself. A specially pitched sound from whistle activates resonator in toy, turns front wheels to right.

CONTINUED





**ROLLIGON**, off-highway truck soon to be in regular production at Albee plant in Monterey, Calif., demonstrates how it can mush over heavy obstacles. The Rolligon has a seven-ton pay load and operates on six low-pressure (2-5 lb.)

rubber pneumatic rollers, or "bags," which provide traction on swamps and soft sands or actually envelop large obstacles. The bags are friction-driven from above by conventionally powered aluminum rollers. Rolligon will cost \$29,000.



# AN INCREASE IN MOBILITY

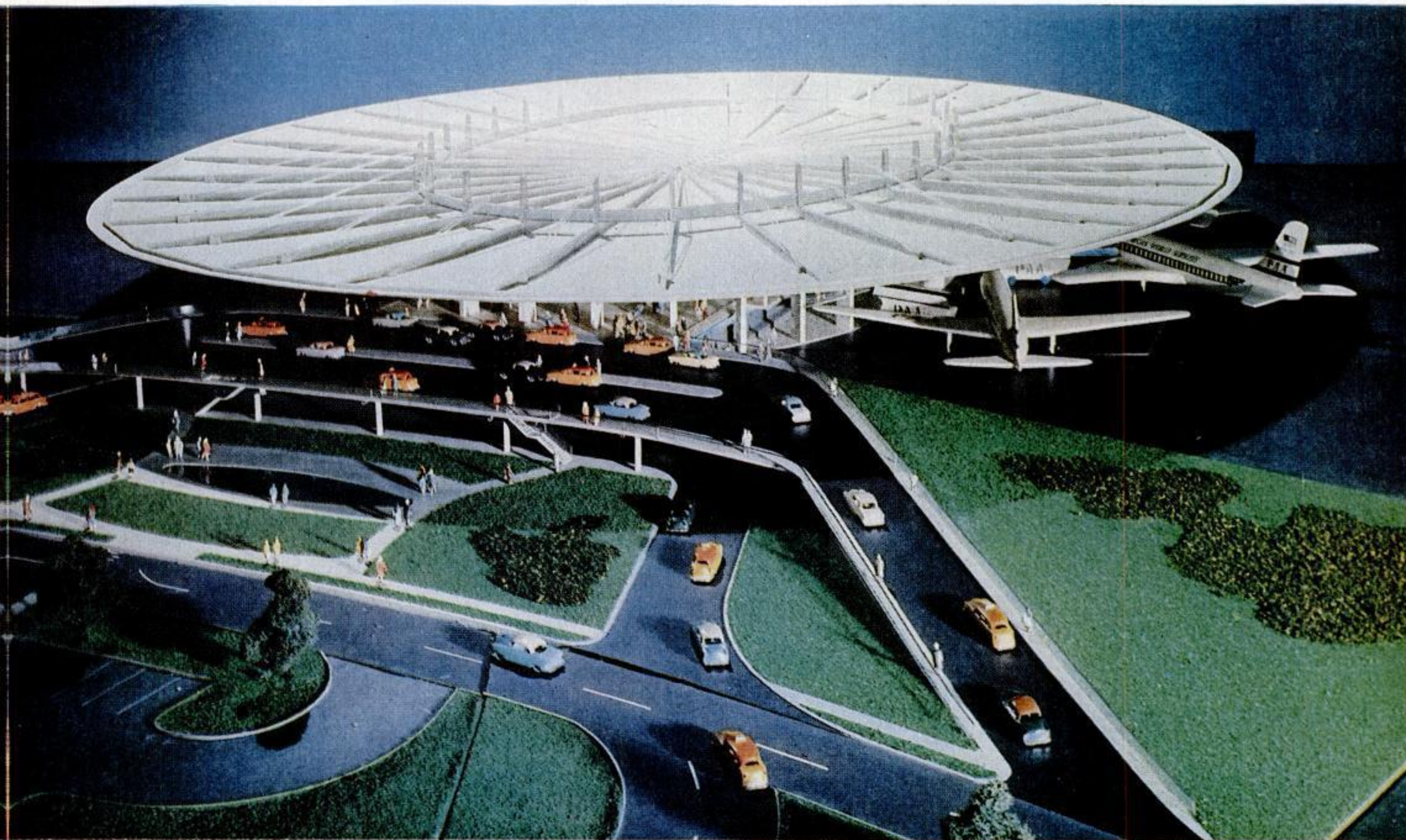
Man's mechanical mobility—transportation—is in for the most spectacular changes of all, plenty of them already here. In the air, the key is "VTOL," or vertical take-off and landing. The three one-man machines at right pre-  
sage flying family cars which may be operated from backyards. Rocketlike commercial jetliners will rise and land on short airstrips. Flying cranes will supplement the nation's truck and rail freight industry.

On the earth's surface the changes planned are just as dramatic. Buses and subways in urban traffic will be partly replaced by "Carveyors," fast-moving surface cars on a continuous rubber belt that will slow down at intervals for passengers to get on and off from moving sidewalks—already in use at eight sports stadiums, including Wrigley Field in Chicago, and some railroad terminals. Overhead monorails may speed commuters into town from circular, time-saving air terminals like Pan American's projected one below. Long distance trucks and passenger cars will travel on superhighways guided not by dangerously tired drivers but by electronic control systems located in metal strips imbedded along the center of each lane. A preliminary stretch of electronic road and cars with limited responding controls are being tested in Nebraska. Or where roads don't exist at all, the mushy-footed jalopy at left, the Rolligon, simply rolls along without them.



**ONE-MAN AIRCRAFT** in final stages of experiment are shown in three forms. At left is Bensen Gyro-copter, which does not hover, requires short

take-off strip. It is being sold for \$2,000, less engine. Hovering is Gyrodyne XRON-1 Rotorcycle which takes off vertically as does Goodyear copter (right).



**ELLIPTICAL AIR TERMINAL**, shown here in model form, will be begun by Pan American Airways at Idlewild in New York early in 1958. With a huge roof canopy 500 feet long and 400 feet wide, cantilevered from a ring of 32 large piers,

terminal will be able to handle a fully loaded 160-passenger plane every 15 minutes. Since planes draw up under overhanging roof, two common aerodrome defects are eliminated: exposing passengers to bad weather and long hikes to planes.

CONTINUED





**GIANT ANTENNA**, on Florida's tip, scoops TV, FM signals from air, relays others over horizon 185 miles to Cuba, much further than existing towers.

**MAIL SORTER** in Silver Spring, Md. sits men at machines which feed them letters by vacuum. Tapping keyboard, they direct each letter to slot below.



PENN STATION IN NEW YORK HAS THE WORLD'S

## ELECTRONICS: NEW DEVICES AND DOMAINS





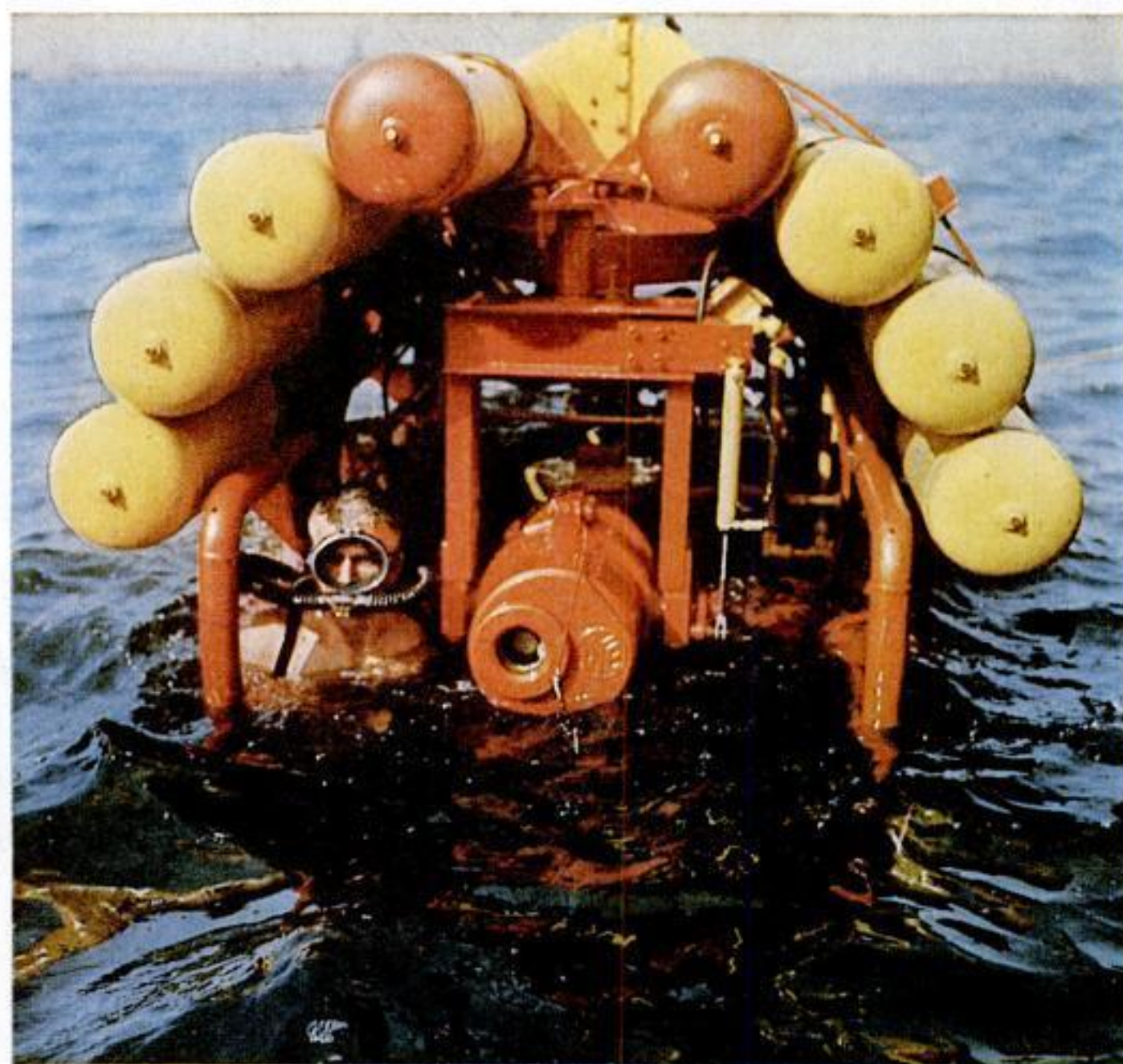
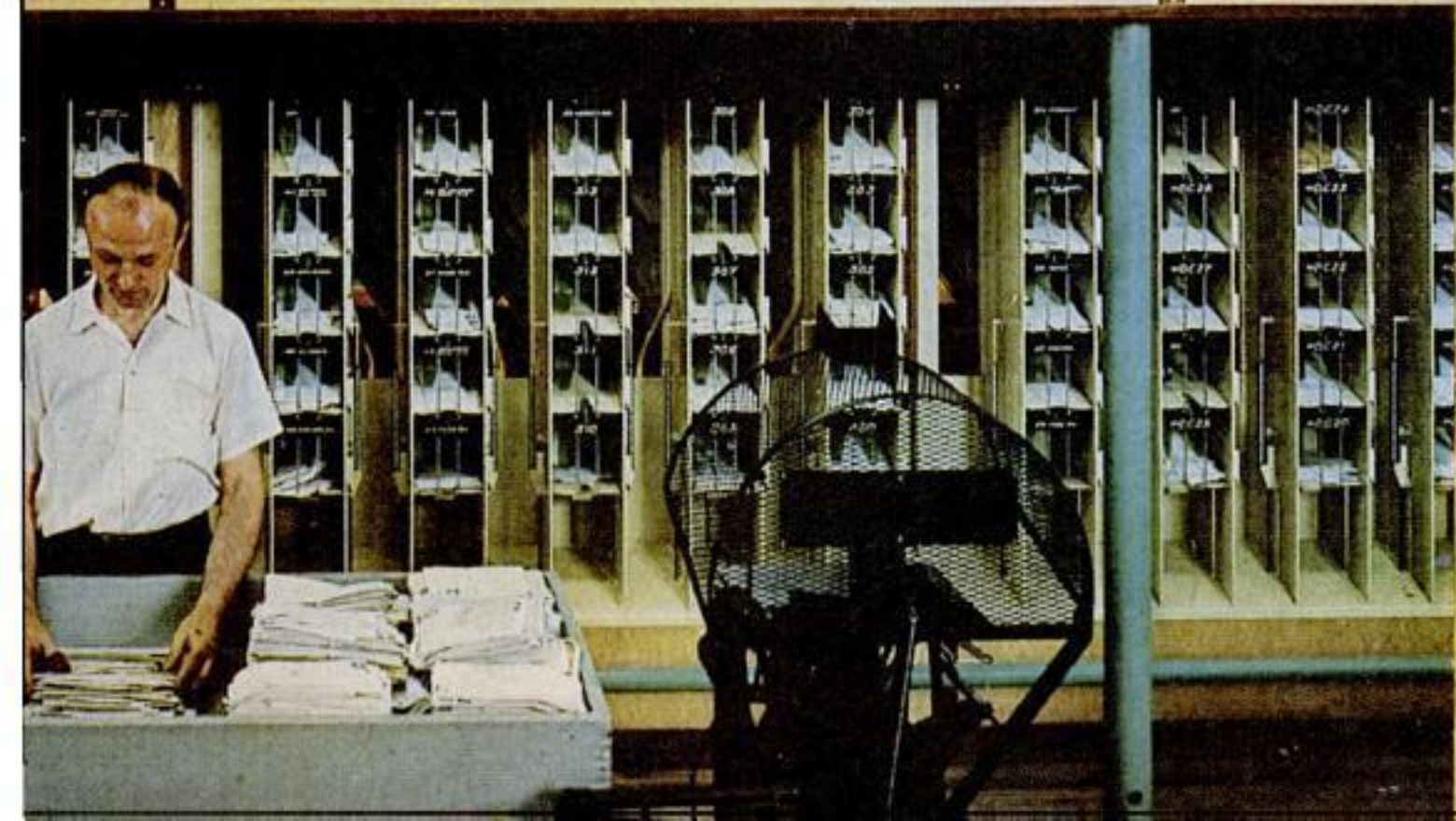


LARGEST CLOSED-CIRCUIT TV SYSTEM. BY DIALING CODE NUMBER, TICKET CLERKS AT COUNTER OR ON PHONES HAVE AVAILABLE TICKET SPACE FLASHED ON SET

In the field of communications the dream world of the future is overshadowed by what is going on right now with communication's bounciest new baby—television. To overcome a big TV technical roadblock, long-distance overseas transmission, complex "tropo-scatter" relay towers (left) are going up to bounce microwaves off the troposphere, five to 10 miles up, and eventually island-hop them around the world. Closed-circuit, nonentertainment TV is expanding not only in huge systems for speeding up ticket selling like that above, but in hookups in jails, banks, shoplift-prone stores, for baby sitters and automatic factories. Underwater TV (below, right) is now operating in a rig built for the Navy.

Thanks to a tiny electronic instrument called a transistor, which replaces bulky glass vacuum tubes, the day is not far off when portable, personalized TV-phones will let people see and hear one another anywhere. A wireless phone the size of a toothbrush case will be unveiled by the Bell labs in a year or two. Working models of a picture-phone are in existence there today.

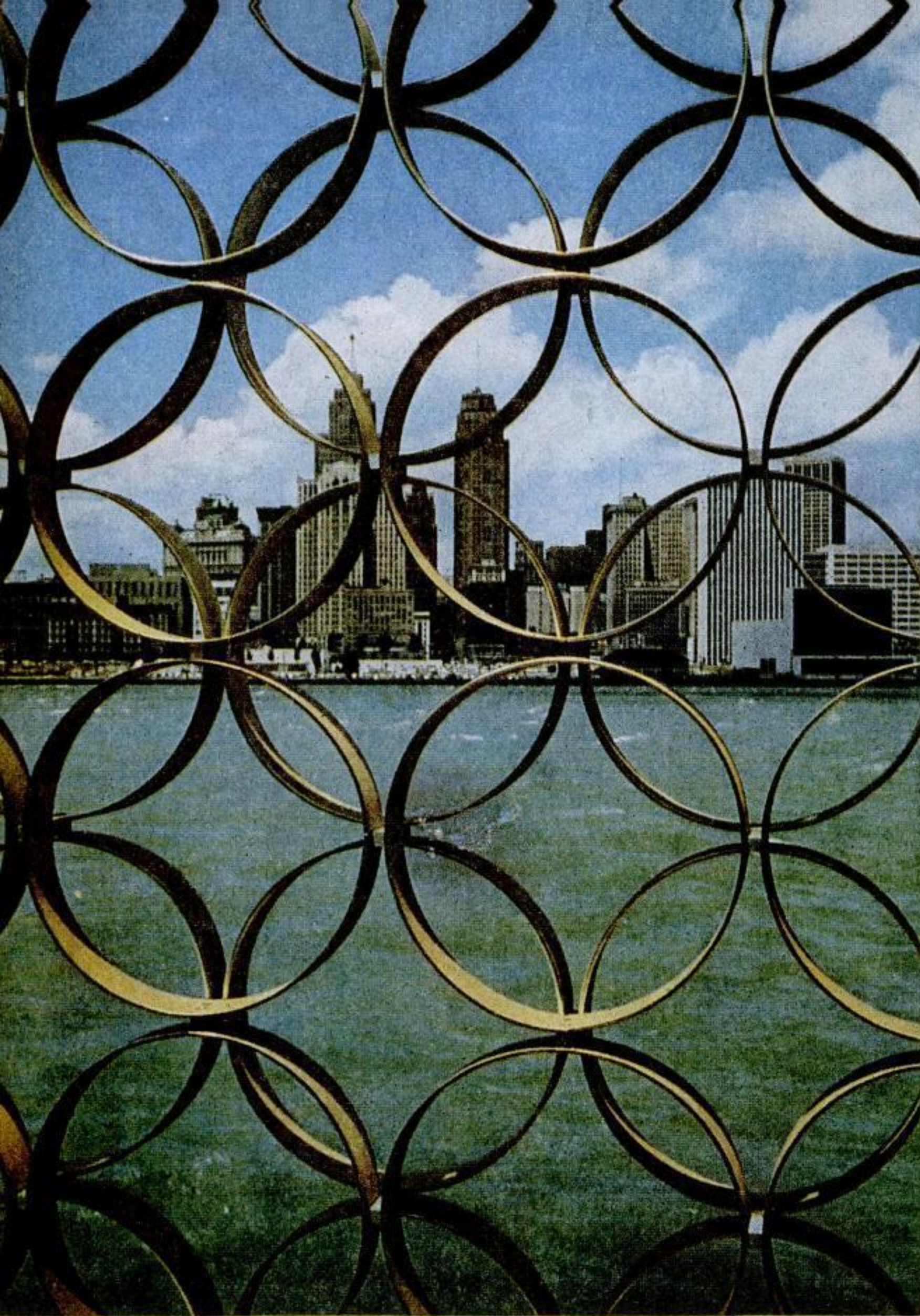
Meanwhile, technology is speeding up communication's stepchild, the mails. Guided missiles loaded with letters instead of war heads are being planned for the distant future. After their successful launching and arrival, new sorting systems now in use (below) will still be indispensable.



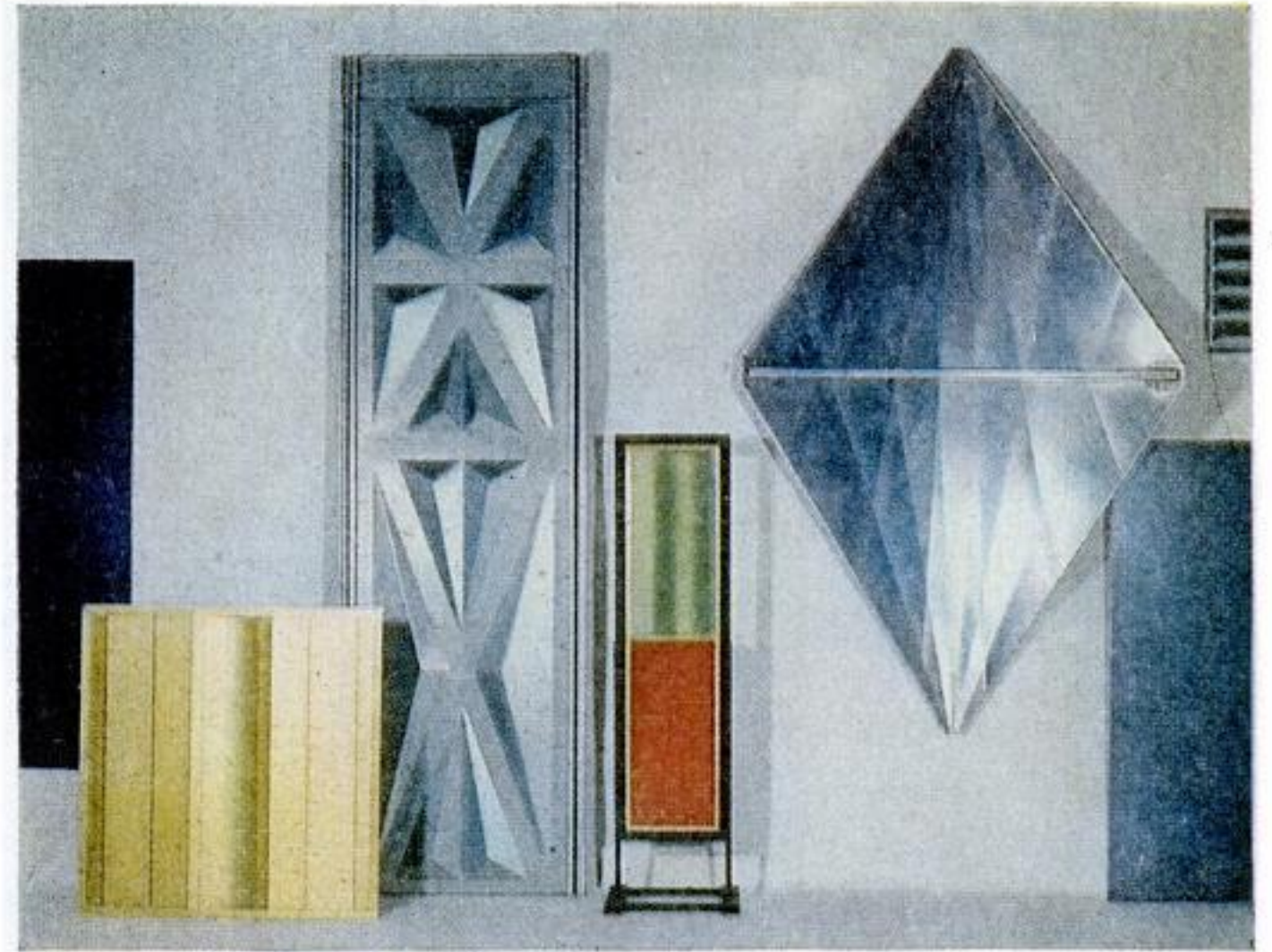
UNDERWATER TV, built for Navy by Vare Industries, will dive to 1,000 feet like submarine. Remote-controlled by cables from mother ship, it can hover, move fore and aft, up and down, scanning ocean floor with any of three lenses.

CONTINUED





**GOLDEN HOOPS**, fitted into a screen, are designed to stand, supported by catwalks for window-washers, five feet out from new Detroit Reynolds Building to provide shade, textured elegance for exterior. Hoops are of anodized aluminum.



**CURTAIN WALL** materials for exteriors of city buildings are (left to right) two-toned porcelain-enameled aluminum, gold-anodized aluminum, stainless steel panel, vermillion enameled steel, aluminum structural unit, two forms of plastic.

## SHINY METAL SKINS AND NEW CITIES

For the cities, which U.S. planners predict will be double their present areas in two decades, the new world is already providing a new look. Architects are thoroughly committed to the idea that steel-skeletoned buildings need have only lightweight prefabricated "skins," just to control office climate and keep the tenants from falling out. Both for esthetic reasons and to provide some shade, these glassy "curtain walls" will be hidden by screens like the golden-hooped one at left.

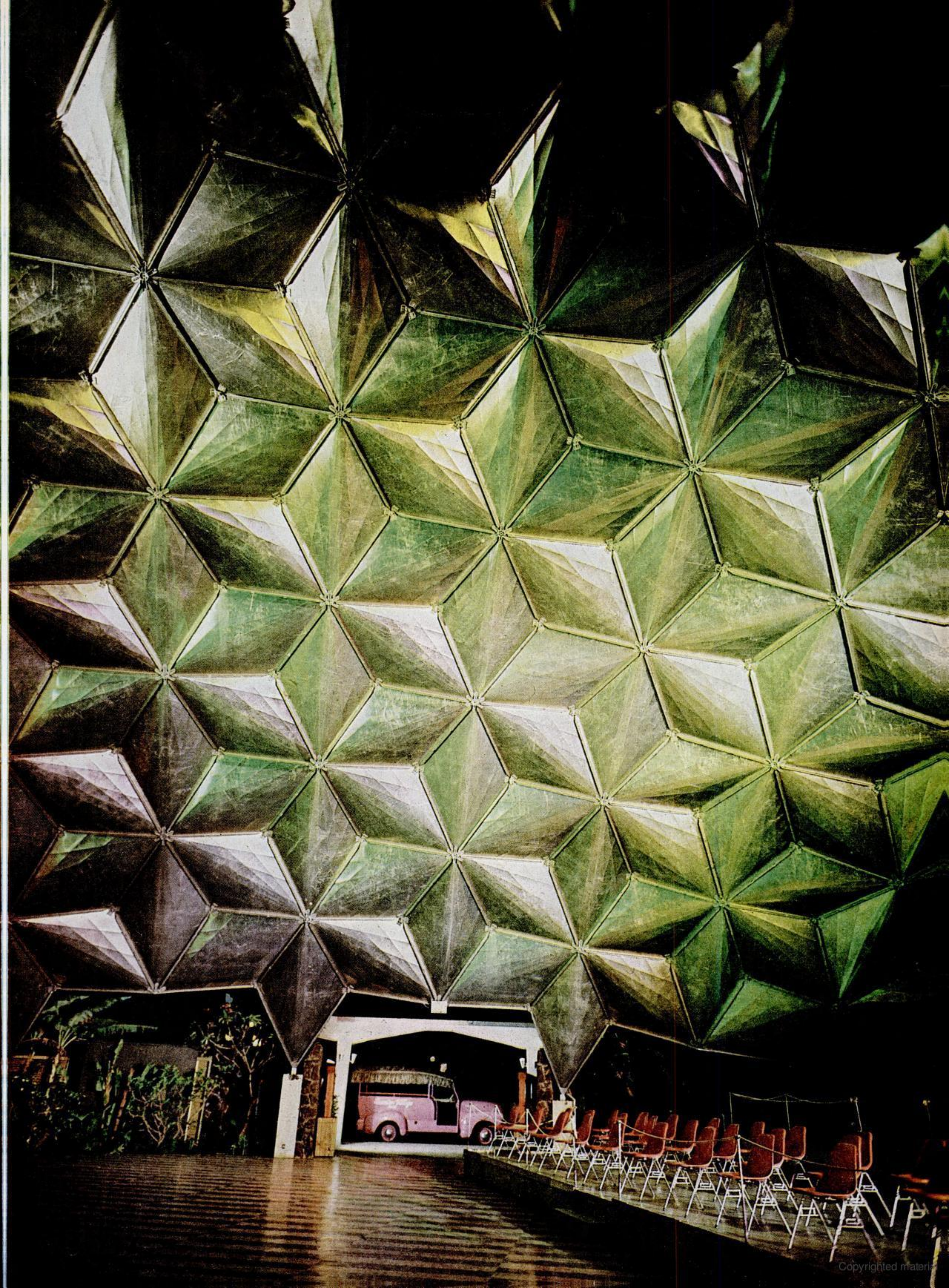
To solve the problem of the sprawling cities themselves, renewal projects like the one planned for Washington's slum-ridden southwest (*below*) are under way. Here government and commercial buildings surround a wide mall that ends in a circular overlook above a yacht basin. A park-like housing area (*right*) is designed to change the direction of population moves and, in man's new world, bring suburb-escapees back to the city.



**URBAN FACE LIFTING** for the nation's capital is Webb & Knapp's 446-acre redevelopment project destined for southwest Washington. Model of project, a business-residence-cultural complex, is shown against mural of existing sky line.

**ALUMINUM DOME** designed by Henry Kaiser company in Honolulu is used as a pillarless, view-for-all resort auditorium. It consists of 575 unsupported, edge-strengthened, strutted panels which serve both as skeleton and skin for structure. →







**The American Whiskey of the Century**



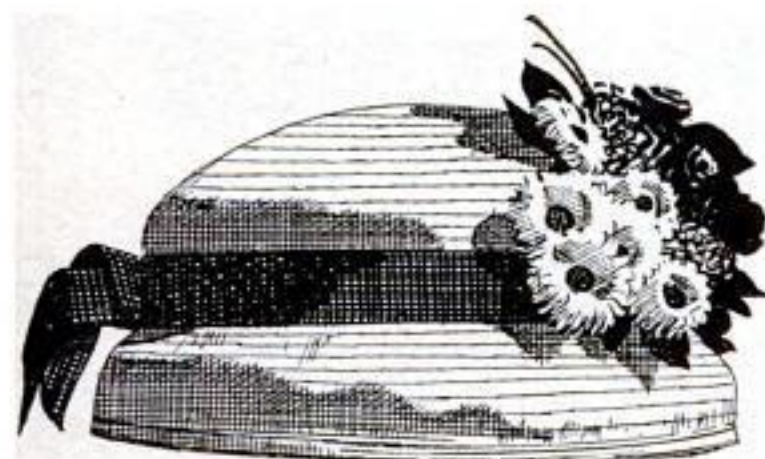
From these 100 years of craftsmanship has come the special quality, flavor, and dependability found only in a bottle of Seagram's 7 Crown today!

Say **Seagram's** and be **Sure**

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.



## WHATEVER YOU DO



Burroughs brings you the broadest line of adding machines in the business, with the features and functions you want at the price you want. Three basic styles to choose from: full-keyboard Director, economy-buy Thriftline, compact Ten Key. See a demonstration at our branch or dealer. Burroughs Corporation, Detroit 32, Michigan.



"BURROUGHS"—REG. TM.



EARLY VACUUM CLEANER looked like domesticated jet turbine, with canister on top for dirt. Increased efficiency of motors helped bring down size.

## THE RAPID RISE OF HOME GADGETRY

Most of the actual inventions on which modern household gadgetry is based precede the year 1900. The pressure cooker, for instance, dates back to 1680, the electric refrigerator to 1860. But it wasn't until the beginning of this century that cheap electricity and the perfection of a light A.C. motor made many gadgets feasible—and the impending revolt of the housewife made them necessary.

Of all motor-driven appliances, the vacuum cleaner won quickest acceptance. An English invention, it soon (1902) took the form of a huge plant driven from house to house with hoses into the windows. The model above was not much more convenient. By 1908, with the Hoover, the size had been reduced to fit a broom closet and by 1917 vacuum cleaners appeared in mail-order catalogues at \$19.75.

Clothes-washers were slower to catch on and as late as 1927 Montgomery Ward advertised "Old Faithful," a hand-powered washer in which "two corrugated washboards rub the clothes in much the same manner as on a washboard." The first mechanized dishwasher—as opposed to hand-cranked models—was exhibited in 1910. First serious production of electric refrigerators began around 1916 but even by 1923 there were only 20,000 in the U.S. Absent-minded Americans had been burning their toast electrically for three decades before the first household pop-up toaster appeared in 1926. The bathtub dates far back but in 1840 was widely denounced in the U.S. as an "epicurean English corruption of our democratic simplicity." By 1908, however, Ellsworth M. Statler had built a hotel in Buffalo with the motto "A Room and a Bath for a Dollar and a Half." About 1920 the one-piece, double-shelled enameled tub was perfected and the Great American Bathroom, symbol of U.S. standard of living, had come into its own.

## JAN. 6: HOW MEDICINE EXTENDS MAN'S LIFE

New machines, chemicals and spare parts  
keep human body running longer and better

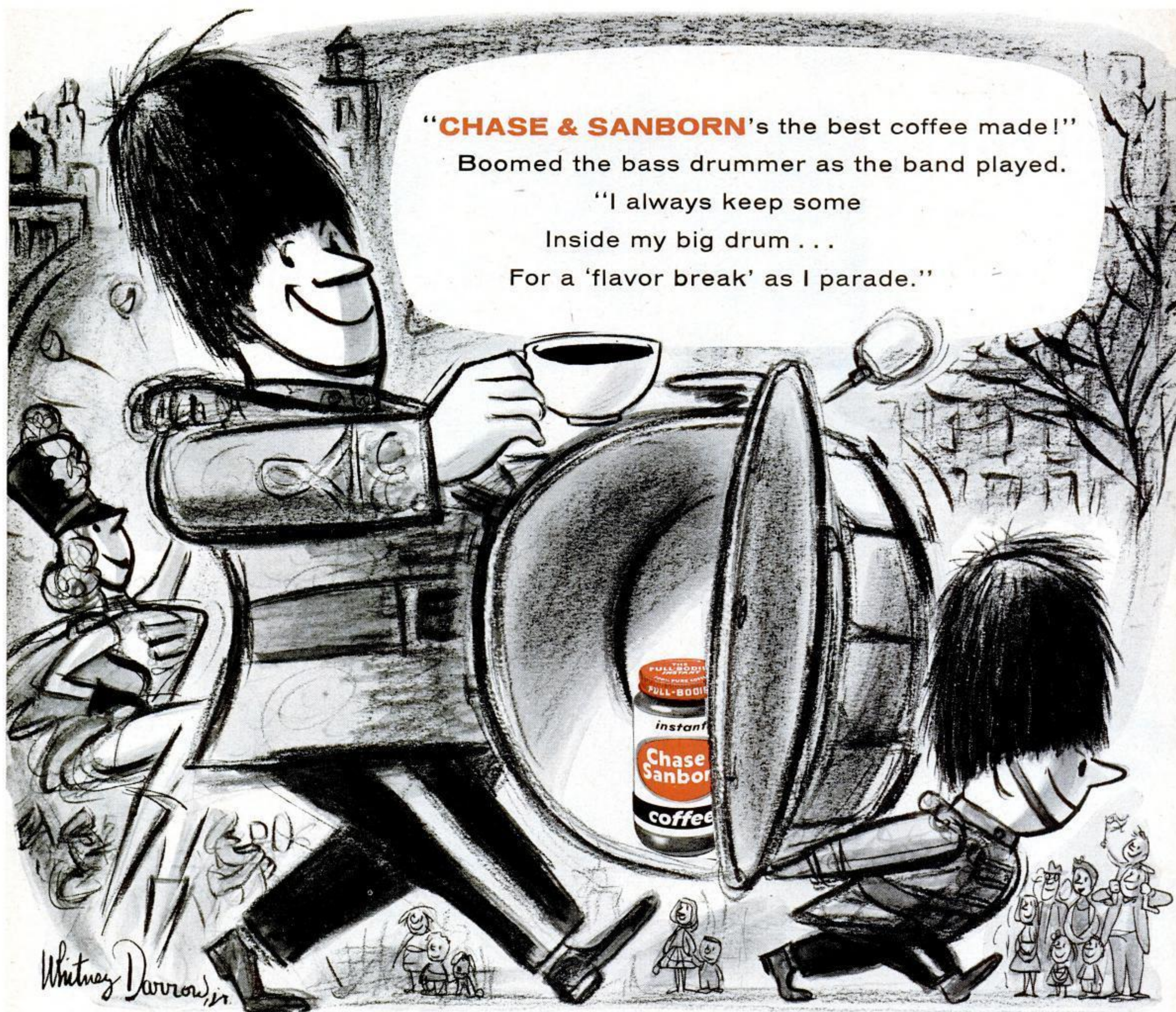
## THERE'S ONE FOR YOU



## BURROUGHS ADDING MACHINES







# NOW... **SAVE 20¢** on the "Flavor Break" Coffee!

Here's a wonderful chance to get acquainted with the best coffee you ever tasted . . . and save 20¢ while you're doing it! Just pick up a large jar of Instant Chase & Sanborn now! This is the *full-bodied* instant—roasted, brewed and ground to perfection. That's why every cup is a *Flavor Break*! So why wait? Go get some right now! There's a wealth of savings on every jar . . . a world of flavor in every cup.

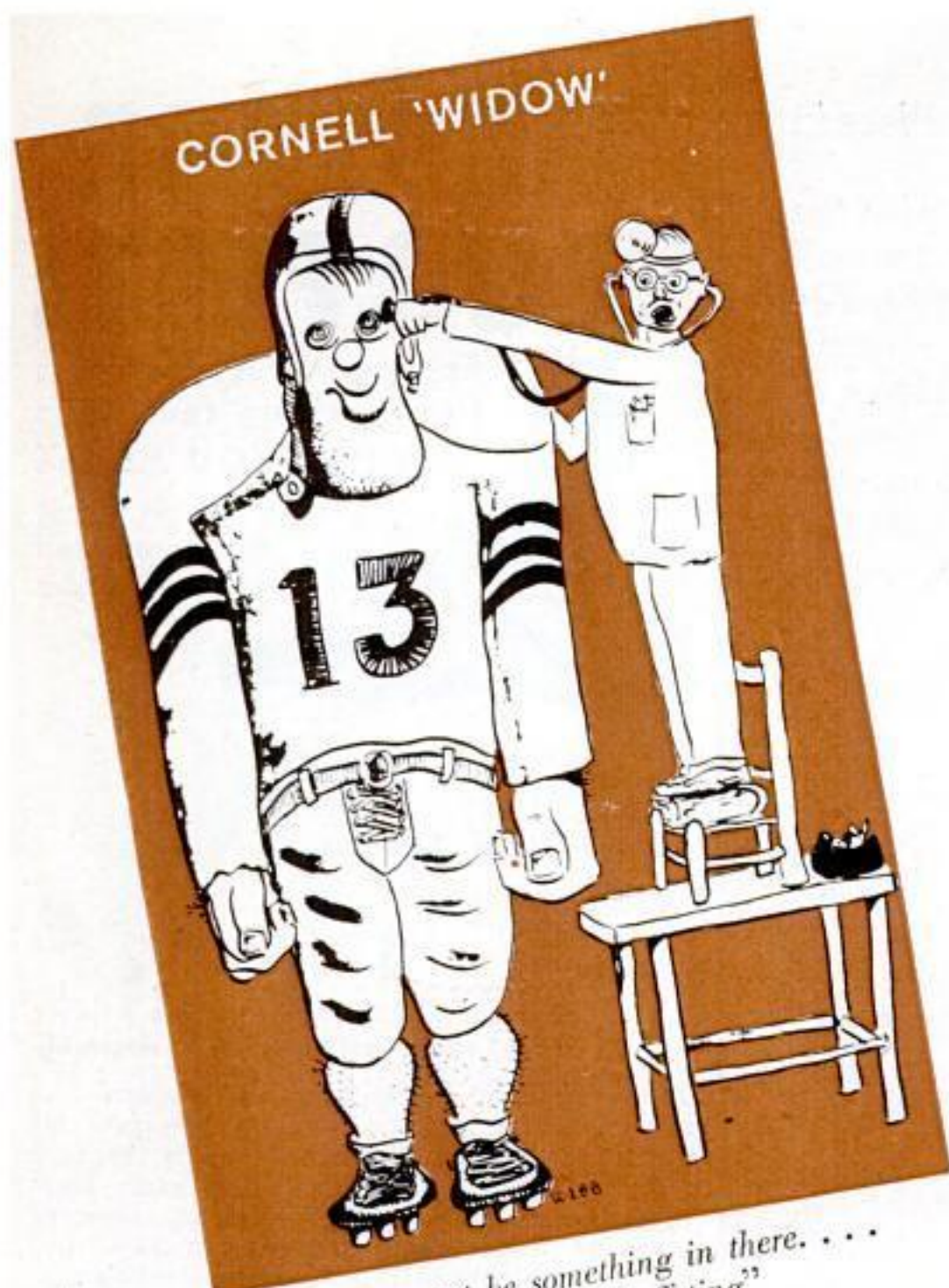
give yourself a  
**FLAVOR BREAK**



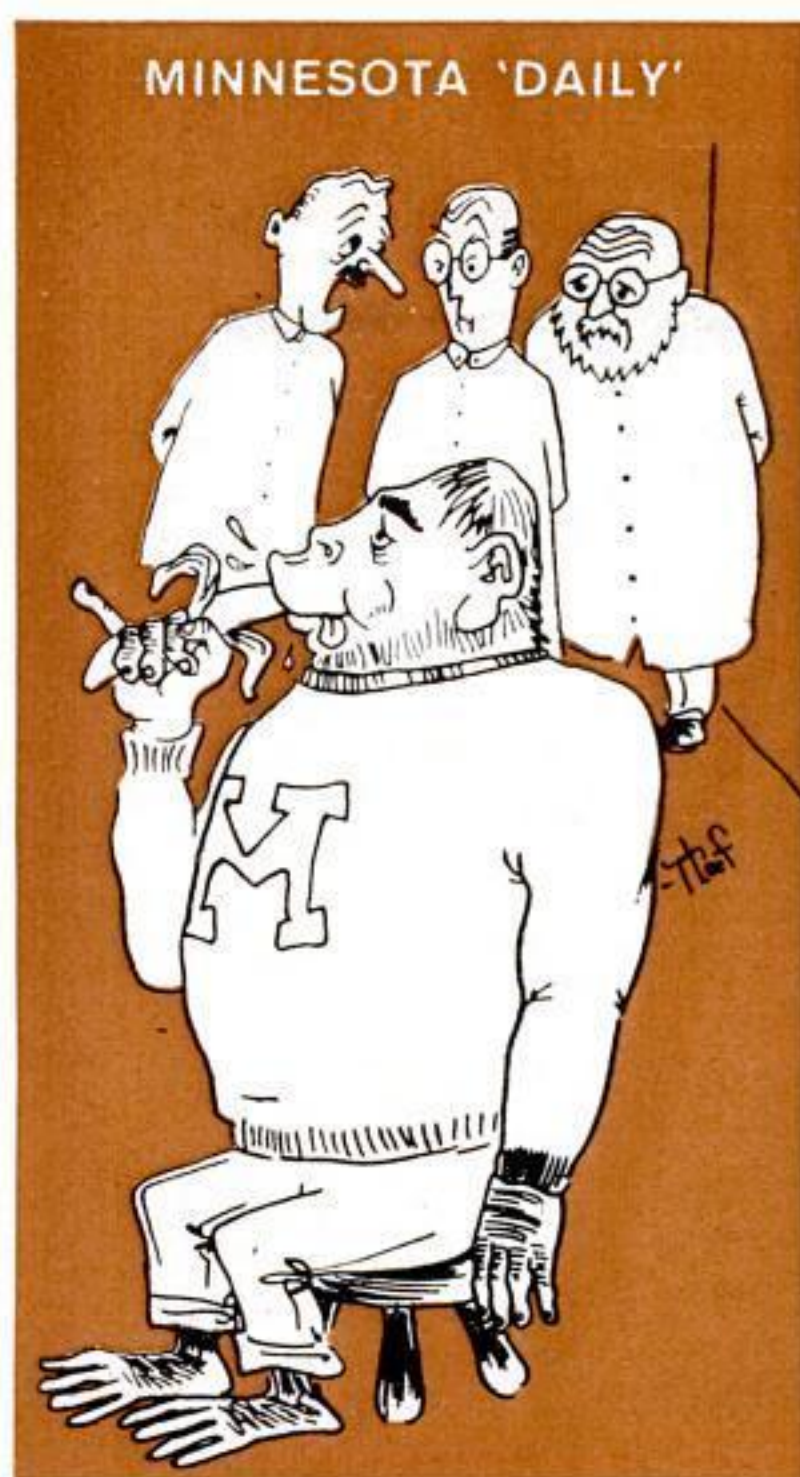

**INSTANT CHASE & SANBORN** —it's full-bodied!

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.





"There must be something in there. . . .  
I can hear it buffeting"



"He's supposed to be  
a freshman."



"I'm sorry. I only squeezed  
it a little."

## SAD NEWS FROM THE CAMPUS: NOBODY LOVES THE FOOTBALL HERO NOW

The triple-threat star of yesterday has become a faceless employe, unknown, unwanted and unsung

by MARSHALL SMITH

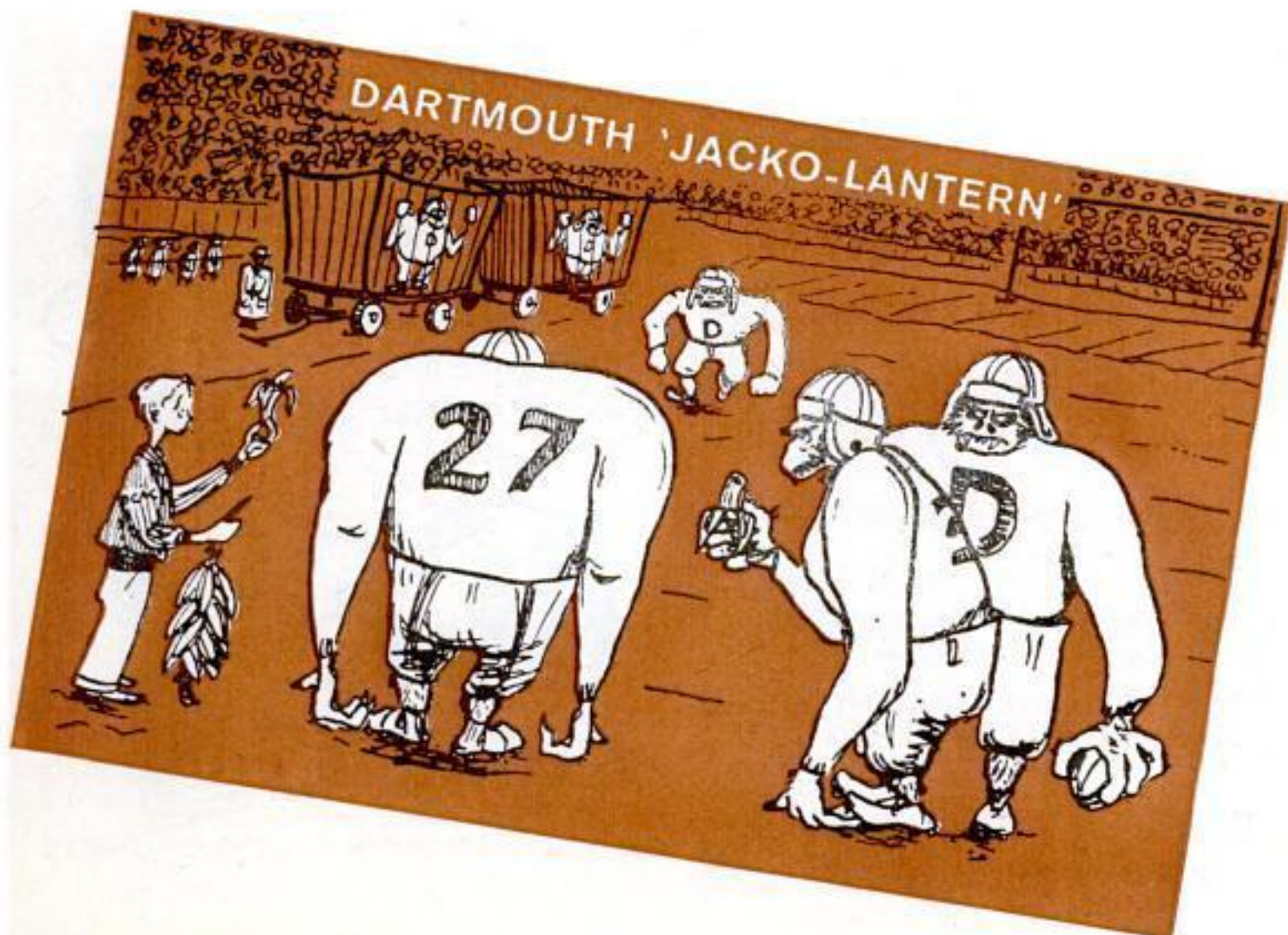
THE football hero has long been not only a vital part of U.S. folklore but a national phenomenon as well. From the '20s through the '40s his room on campus was looked upon as a shrine by reverent freshmen. Songs were written about him, recording his legendary feats. Whenever he addressed a pep rally, at least 23 coeds swooned—although the prettiest girl there always recovered in time to drive off with him in her convertible. Everybody on campus from juniors on down fought for the privilege of running his errands. His old sweat shirts were cut up and treasured as souvenirs. After his last game his number was retired and Hollywood got ready to film the story of his life. If the outrageous frenzy he generated could have been bottled and corked, it would have outsold Hadacol. Now this extraordinary man no longer exists.

The gridiron idol has been destroyed by the very group that did

most to create him—the undergraduates. As shown by the cartoons on this page from college magazines and newspapers, the football player is now an object of scorn rather than adulation. The last of the heroes, Doak Walker of Southern Methodist, vanished from the campus eight years ago, ending an era that began with Pudge Heffelfinger, Yale '91. A new age of anonymity has swallowed up even the best of today's football stars. If the great Red Grange himself were in his prime today, he might be able to walk from one end of the Illinois campus to the other without getting so much as a nod of recognition. There are no longer individual stars with the national prominence that was once accorded such greats as Bronko Nagurski, Tom Harmon, and Blanchard and Davis.

A survey of leading football colleges across the country shows that the old rah rah, without which heroes cannot survive, has subsided

CONTINUED





save  
more than  
**50%**

New dinnerware  
service for 6...in  
beautiful, non-breaking  
**BROOKPARK®**  
Patterns

styled by *Joan Lantz*

Choose "Tropicana" in tangerine (above), "Tropicana" in turquoise, or "Branches" (below) in yellow. It's exquisite dinnerware to be proud of at every meal. Guaranteed not to break, chip, crack; safe in dishwashers. Brookpark's durability makes it an even more wonderful buy as the years go by.

33-piece set (regular \$62.20 open stock value)



**\$29<sup>95</sup>**

limited time only  
at leading stores

**BROOKPARK®**

the quality MELMAC® dinnerware molded of melamine  
international molded plastics, inc., Cleveland 9, Ohio

## FOOTBALL CONTINUED

to a murmur. The new breed of undergraduate does not believe in heroes any more than he believes in Santa Claus. He is usually more concerned with the size of the college library than with the size of the team's left tackle. When he is exposed to a football player, he generally finds him a rough, uncouth fellow incapable of discussing earth satellites or, for that matter, even the earth.



**THE LAST HERO**, Doak Walker of Southern Methodist was a national idol from 1947 through 1949.

Consequently he views these athletes as a special group, apart from the regular student body. Except for a few hours on Saturday afternoon, today's football players are ignored or pitied or even resented, depending on the campus.

At Indiana several regulars talked of quitting the team last month because, in the words of Acting Coach Bob Hicks, "They felt they could not face any more ridicule from the students and the public."

At Rice in the Southwest Conference there is open antagonism toward football players. Ostracism of the team became so acute a year ago that one co-captain instituted a campaign to bring about athlete-student integration.

At Michigan and Minnesota in the Big Ten, football players are tolerated, although a minor rebellion broke out recently at Minnesota when authorities tried to take over 100 beds in a choice dormitory for the football team. The order was rescinded when the students, showing considerably more spirit than they do at games, marked off one hallway of the dormitory with yard lines to resemble a football field.

It used to be that if the star quarterback injured an ankle, almost everybody knew him personally and felt both sorry and worried. Now, when Ozwinski hurts himself, students read about it in the campus paper and ask one another, "Which one is he?" At colleges all over the land football players are referred to collectively and disparagingly as "animal types," particularly "apes." The common campus name for the dorm housing the team is "The Zoo" or "The Ape House."

The players themselves often find student attitudes so disheartening that at Stanford Coach Chuck Taylor devotes one entire early-season skull session to preparing his charges for the cold reception they can expect from what used to be called the rooters. He advises his boys to make themselves as inconspicuous as possible—for their own protection.

His players heed him well. After the Rice game this fall Stanford's star fullback, Chuck Shea, limped into his Comparative History class nursing a bad knee. As he eased himself into his desk chair, a coed who had been sitting next to him since the beginning of the term inquired solicitously about his limp. "Got it down in Texas this weekend," explained Chuck.

"In Texas?" said the girl. "Did you go down there to see the game?"

"I saw a little of it," said Fullback Shea, and let it go at that. Later he commented, "Sure, she's a pretty one, and maybe worth getting to know better. But around here you don't impress anybody by bragging about being a football player."

## No varsity letters

**T**HIS is a far remove from the golden days when great Stanford Indians like Ernie Nevers and Frankie Albert could flaunt their varsity sweaters and other emblems of their trade as badges of prestige. The stars of today know better than to try anything like that—or if they do not, they soon learn. After one halfback had worn his letter jacket around the fraternity house a few times last year, every one of his fraternity brothers showed up for dinner one night wearing a sweat shirt marked with the halfback's squad number. He got the point.

The Stanford Daily, concerned lest such debunking of football players go too far, is trying to counteract it by running regular features, complete with pictures and biographical data, entitled "Know Your Indians."

But a single campus newspaper cannot buck a national trend. The Stanford situation is only one manifestation of a wave of cynicism that has swamped collegiate life in the U.S. "There are fashions in these things," says one Michigan faculty member. "It is as unfashionable to glorify an athlete right now as it is

## MASSAGE YOUR FEET!

Enjoy grateful relief from  
tired, aching feet, legs  
**WHILE YOU RELAX**

Recommended  
by Doctors



Exclusive 30 Degree Angle Allows  
Feet, Legs to rest naturally, comfortably

The wonderful benefits of professional-like massage can now be yours while you sit and read, watch TV or relax, with the new 30 degree angle Dr. Scholl's Electric Foot Massager. This highly invigorating type of massage improves circulation in feet and legs...relieves fatigued, aching feeling...rests, refreshes, revitalizes the feet.



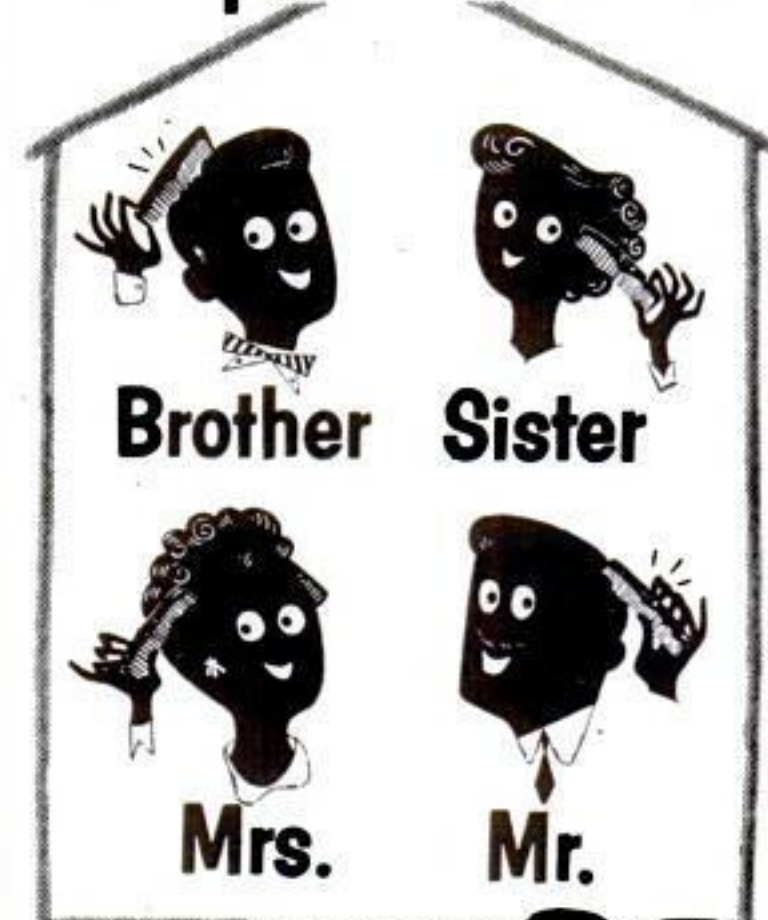
## AN IDEAL GIFT

A gift certain to be appreciated the year 'round by family and friends.

Choice of lovely pastel pink, green, ivory white. Model for both feet \$16.95. Single foot model \$8.95. At Drug, Shoe, Dept. Stores and Dr. Scholl's Foot Comfort Shops. Mail orders filled if not obtainable locally. Write Dr. Scholl's, Inc., Dept. M1, Chicago 10, Illinois.

**Dr. Scholl's Electric FOOT MASSAGER**

## ACE Takes Care of Scalp and Hair of



Only ACE completely rounds and smooths each tooth: ends—sides—even between teeth. No sharp edges to scratch scalp or snag hair.

**ACE®**  
HARD RUBBER  
**COMBS**



SMOOTHER • STRONGER • LAST MUCH LONGER





# Men on the go...go for

## **Jockey**® **Midway**®

BRAND

made only by  **Cooper's**®

**Jockey Midway** is the most comfortable underwear ever designed. Snug, but not *too* snug. The comfort of knit in the conventional leg length.

**Jockey Midway** leg length and extra fabric gives extra chafe protection, extra perspiration control. Perfect for the mature man.

**Jockey Midway** is the ideal short for most men. At good stores in combed cotton, Durene, or luxury Mercelin® (Egyptian cotton and linen).



known the world over by this symbol  Cooper's, Incorporated—Kenosha, Wis. Licensees and registered users: Canada: J. R. Moodie Company, Limited; Australia: Speedo Knitting Mills; British Isles: Lyle & Scott; New Zealand: Lane, Walker, Rudkin; Switzerland: Vollmoeller; France: Verdier; Colombia: Textiles, Ego; Italy: Sacit; Denmark: Taco; South Africa: Ninian & Lester; Germany: Volma; Austria: Josef Huber's Erben; Ireland: Dublin Shirt & Collar Company; Mexico: Rinbros, S.A.; Venezuela: HRH; Spain: Nerva.



**Fabulous  
Gift  
Offer**  
from the members  
of the

**CRANBERRY  
INSTITUTE**

Sheer  
Nylons

2 pair  
only \$1.00

USUAL  
RETAIL  
VALUE  
\$2.50



Fashion - thrilling gift  
nylons for yourself, for  
your Christmas list. Order  
as often as you wish... in-  
clude \$1.00 and label from  
any cranberry product  
with each order.

fresh **CRANBERRIES**  
**CRANBERRY SAUCE**  
**CRANBERRY RELISH**  
**CRANBERRY JUICE**

Taste-thrilling... the delicious tang  
of cranberries with meats, poultry or  
fish. Put extra packages of fresh  
cranberries in your freezer for year  
'round cranberry treats.

**CRANBERRY INSTITUTE**

Box 357L • GOFFS FALLS, N. H.

Please send 2 pairs sheer, full fashion  
nylons for which I enclose \$1 and a cran-  
berry label (For each additional 2 pairs  
enclose \$1.00 and label).

Hosiery size \_\_\_\_\_ Color: Moonglow Beige  
(8½ to 11 — S-M-L)

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**You Gotta Be A Football Hero**

(TO GET ALONG WITH THE BEAUTIFUL GIRLS)



By  
AL SHERMAN  
BUDDY FIELDS  
and AL LEWIS

Leo Feist inc.  
1015 BROADWAY • NEW YORK

OLD-FASHIONED VIEW of the football star was expressed in this 1933 popular song. Composer wrote "extra patter choruses" so that 26 U.S. colleges from Alabama to Yale could extol their current local heroes in music.

**FOOTBALL CONTINUED**

to be a member of the Teamsters Union. The football player is the figure of physical prowess, and intellectualism is in fashion." Attending games is still acceptable under the new standards. In fact, attendance is running high all over the country. But any manifestation of "gung-ho" (campus meaning: making an ass of one's self by braying for the home team) is frowned upon as being in poor taste.

At the University of Colorado, a relatively new football power, attempts at pep rallies are usually dismal fiascos, even before the big Colorado State game. In an effort to bolster school spirit an enterprising group of students, throwbacks to an earlier era, last spring acquired a live buffalo or, more accurately, a bison to serve as team mascot. Contribution boxes were placed around school to raise money for its upkeep. But nobody contributed, posing a terrible dilemma for the buffalo boosters. "That damn thing!" said one disillusioned member of this group. "I wish those guys from State would come up here and kidnap it. I'd help them." This fall, at the height of the football season, the beast's backers were trying desperately to interest the alumni in helping to support it.

A slackening of football fervor could be expected almost anywhere but at Columbus, Ohio, home of Ohio State and—in the past, at least—the nation's most uncompromising fans. But the epidemic of declining enthusiasm has struck there too. Many of the university's 21,000 students turn out for the games, but they seem less concerned with the fortunes of the football team than with their seat locations: they feel that they are being discriminated against in favor of old grads and rank outsiders.

**The band outdraws the team**

ONCE inside the stadium the students wait patiently through the first half to catch the open-air floor show put on by Ohio State's 130-piece marching band. If it ever came to a student vote on whether to preserve the band or the football team, the band would win by a landslide. One All-State high school hero who came to Ohio State on a football scholarship remembers, "When I got here I was all fired up about playing football. Watching my first game, I cheered along with the other freshmen—until we saw the upperclassmen mimicking us. Then we stopped. It was frightening

CONTINUED

Quick "Baked Heat" Comfort For  
**Cold's Miseries**  
**Achy Muscles**



When colds, exposure or overwork bring aching muscles and local congestion, you'll feel better fast when you rub on Musterole! Musterole contains an amazing pain reliever, GM-7 (glycol monosalicylate), plus stimulating oil of mustard. Musterole's "baked heat" comfort brings a warming, soothing action that relaxes stiff, achy muscles; eases aching back and cold's local congestion. It also repeatedly helps minor pains of rheumatism, neuralgia. 3 strengths: Regular and Extra Strong for adults, and Child's Mild Musterole. Today, get Musterole at any drug counter.

**MUSTEROLE**

**Medicated Skin Comfort  
For All The Family**

Each member of your family needs Mexsana to ease and prevent minor rashes, shoe rub, baby's diaper rash, too. Gentle medication checks skin surface bacteria; pure cornstarch base absorbs irritating moisture, clings close. Get Mexsana, 39¢, 79¢, \$1.29.



**man-styled shoes**

for man-sized jobs

**WOLVERINE**



...neoprene sole  
fights grease and oil

Man—if oil and grease come in contact with your shoes, these Wolverines are the shoes for you. They stand the gaff... they wear and wear. Neoprene sole resists oil and grease. Man-size full cushion insole for comfort. A man-size value all the way. At your Wolverine dealers.

**WOLVERINE** shoes for  
dress • work • field • leisure  
Rockford, Michigan





©  
E. J. Brach & Sons,  
Chicago, Ill.

Enjoy Finest *Real* Chocolate Cherries  
... cordialled in velvet-smooth creme

For Finest *Real* Chocolate

# Brach's

Copyrighted material





Just born—and bound to make history!

the first big car  
that's light on  
its feet —

**Y**OU LOOK at it—and you see "BIG" written all over this bold and beautiful 1958 Buick.

You drive it—and you know that never in all your born days have you known a car so nimble, so eager, so light on its feet.

It took plenty to bring you this easiest-handling, sweetest-riding Buick ever built.

It took a brilliant new engine—the B-12000—which packs 12,000 pounds of punch behind every piston's power stroke.

It took a brilliantly engineered transmission—Flight Pitch Dynaflow\*—that swings its blades through infinite angles of pitch to give precise response to every ounce of pedal pressure.

It took the wonders of the 1958 Buick Miracle Ride—plus the perfection of Buick Air-Poise Suspension\*—and Buick Air-Cooled Aluminum Brakes\*—and a combination of other modern advances you'll find nowhere but in a 1958 Buick.

But surely you can't be content just to sit there and *read* about all these wonders! Hurry in to your Buick dealer's and see and *feel* what he has in store for you!

BUICK Division of GENERAL MOTORS

\*Flight Pitch Dynaflow standard on LIMITED and ROADMASTER 75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series. Aluminum Brakes standard on all Series except SPECIAL.



Big·Bold·Buoyant

the **AIR BORN B-58 BUICK**

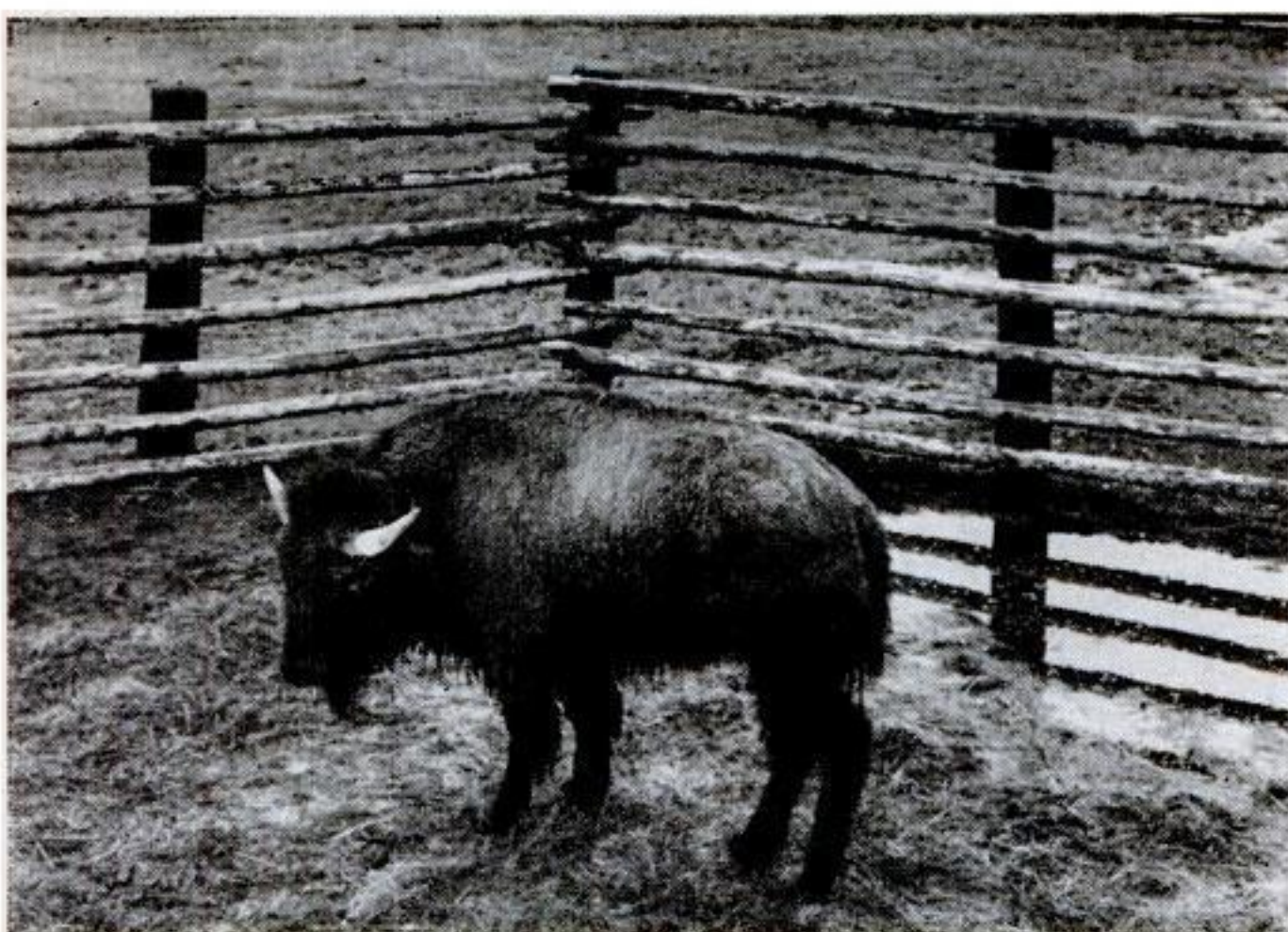
When better automobiles are built Buick will build them

See TALES OF WELLS FARGO, Monday Nights, NBC-TV and THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV



Copyrighted material





**LUCKLESS MASCOT** of Colorado, bedraggled bison was acquired to whip up enthusiasm at games. Students showed so little interest in paying for upkeep that animal's sponsors are now trying to sell stock in it to alumni.

## FOOTBALL CONTINUED

to see the cheerleaders jumping around down on the field and hardly a sound coming from 82,000 people. But the band, it was wonderful. People cheered for the band."

The widespread disenchantment with football among undergraduates dates from just after World War II. What the war itself did not do to dampen oldtime campus spirit, the returning veteran did. Students attending college under the G.I. bill just did not go in for rah-rah—and of course did not pass it on to the youngsters coming along behind. There was also a rising tendency among students to be participants in everything from archery to golf rather than full-time stooges for football. "There has definitely been a sloping off of prestige of football players over the past 25 years," says President A. Whitney Griswold of Yale. "There has been a broadening of horizons."

One reason players have become anonymous is the change in the rules. The unlimited substitution rule of a few years ago, which enabled a coach to throw in whole platoons of new players whenever his team shifted from offense to defense, brought about such a profusion of players on the field that even with a program the fan could not hope to keep them all straight. Although the rule has been modified, far more players are used today than were used 20 years ago, and there is less opportunity for one man to emerge as an individual star, however heroic his performance.

### An amateur among gladiators

**B**UT above everything else, the big cause of the decline and fall of the football idol is commercialism. Little effort is made to hide the fact that the bigtime college player of 1957 is no less a mercenary than Rome's ancient gladiators. No regular student at a big football school today would think of going out for the team on his own hook. There is a well-authenticated report of an undergraduate who tried it a few years ago at a West Coast school and actually was chased away by other players who cried, "What are you trying to do, take our jobs?"

Although there are many fine students among today's paid athletes—one lineman at Alabama has a 2.9 average out of a possible 3—the popular conception is that of a big dumb hulk with his head rising straight out of his shoulders. If, by chance, he goes to college with higher aspirations than being a Physical Education major and becoming a high school coach, he is also there, as everybody knows, to do his job—i.e., to play football. The fact that the average student takes a tolerant attitude toward this situation merely shows how far cynicism has progressed since the innocent days when football stars were seriously expected to risk their necks solely for the honor of the school.

"They're earning a living," says one undergraduate at Colorado. "Who am I to knock capitalism?" Students interviewed at Louisiana State felt that since members of the football team are rewarded for their accomplishments in cash, anything in the form of campus prestige or idolatry would constitute overpayment.

Subsidies also raise barriers of a more substantial nature between players and students. Colleges that subsidize football players try

CONTINUED



hear  
it the  
100th  
time



the  
way  
you  
heard  
it the  
first!

## New Bell & Howell tape recorder \$199<sup>95</sup>



■ Everything sounds great on Bell & Howell's new 775 tape recorder... everything "plays back" *just the way you recorded it*. A family "song fest" or a symphony, baby's first words or a business meeting... no matter what you put on tape, the 775 plays it back with "in-person" realism.

See the new 2-speed, 2-speaker 775 at your dealer's today. You'll be surprised that so much quality, so much fun could cost so little... \$199.95. Other Bell & Howell tape recorders from \$169.95.

Free booklet on 775! Write Bell & Howell, Dept. L-9, Chicago 45, Ill.



# Bell & Howell

FINER PRODUCTS THROUGH IMAGINATION



## How to be sure of swift shipping

What terrible torture  
Tom used to endure  
'Cause his shipping was slow  
and deliveries unsure



Life's a big bed of roses now,  
sweet as a dream  
Tom calls **RAILWAY EXPRESS** ...  
the dependable team!

# The big difference is



safe, swift, sure



Ask any businessman which carrier gives the most satisfactory service year in and year out. Chances are he'll say Railway Express. Reasons? Speed, dependability, over-all economy, vast coverage . . . and one more—teamwork.

You see, the entire Railway Express team has but one job, and that's to meet your every shipping need. The result? Performance no one else can match. So, whether you're sending or receiving, here or abroad . . . always call Railway Express, the complete rail-air-sea shipping service.

## FOOTBALL CONTINUED

to make certain that the hired hands earn their scholarships and other benefits by their performance in the field. Many of them keep team members apart from the rest of the student body so that they may concentrate on their work.

At the University of Alabama the football players are segregated in a handsomely columned dorm called Hugo Friedman Hall. Except for venturing out to attend practice and classes, the football player rarely has to leave his "Ape House." He lives in this dormitory throughout the school term, eats well in its basement cafeteria and is chaperoned by both a housemother and a former football star.

Besides widening the split between team members and other undergraduates, this system so sharply restricted the players' freedom that last year the Alabama squad revolted. "They have a coach that puts us to bed at 11 p.m.," protested one player. "They have a coach that comes around and wakes us up at 8 a.m., whether we have classes or not. We have to get signed slips from them to go home on weekends." The Alabama football players did what any closely knit and discontented group of workers would do. They went on strike.

They are happier there now, having won concessions from the athletic department. But they still cannot get over the feeling that they are a group apart. "It's just something in the air that you can sense," says Halfback Dick Strum. "In high school you got looked up to so much, and here you're just another pea in the pod." Only a handful of members of the Alabama football squad has been taken in by fraternities, although a few athletes with a rare sense of humor paste the letters A-P-E on their car windows just as if they were Greek fraternity letters.

What is worse, Alabama players are not looked upon with favor by the sororities. "A football player has two strikes against him at the start," says one coed. "He has to prove that he's a nice guy more than the ordinary student does." The procedure at one sorority house when a football player calls is either to turn him down or ask him to call back later. Then the girl runs a character check on the caller.

Oppressed by this attitude, Alabama players seek comfort in each other's company, in season and out. Says one English instructor, "They live separately, they sit separately in my classes, they very definitely hold themselves separate from the rest of the students. They're an isolated lot of people."

## Epidemic of Ivy Disease

**E**VEN in the Ivy League, where there is no segregation of football players, students are affected with what President Barnaby Keeney of Brown University has labeled "Ivy Disease," a tendency to be cynical about football players.

Yale, in the throes of football de-emphasis, has a moderate case of Ivy Disease. Football players are viewed with no more adulation than members of the Whiffenpoofs and with much more objective realism. They are examined and judged as men, and Quarterback Dick Winterbauer says that the judgment is inclined to be harsh. "Often you're on the spot," he says. "You're liable to be watched, and you have to be especially careful." Winterbauer, in the top fifth of his class and a member of Torch honor society, seems to have passed muster, but some are not so lucky.

Yale is a hotbed of football zeal compared with Harvard, where the Ivy Disease epidemic began. Says an editor of the *Harvard Crimson*, "It's been suggested that we have social gatherings in our football stadium, but I fail to see how this would change things very much. We have these social afternoons now whenever there's a game. The students come to the stadium with their girls and they drink beer. If the game were abolished I doubt if anyone would notice." Within one week this fall six Harvard footballers afflicted with the disease turned in their uniforms to embrace less strenuous pursuits.

Even where segregation is not school policy, as at Michigan, the players tend to stick together. In class they can usually be distinguished as athletes by T-shirts saying "Property of the University of Michigan." This practice also makes it easy to recognize them as individuals, because their number shows at the neck, but nobody cares much. "I'd never think of going out with a football player," says one coed. "They're paid to do a job and they do it. Most people feel sorry for football players."

Whatever resentment exists at Michigan toward football players is mild, usually generated by the special favors they get, financial and otherwise. Michigan's scholastic standards are high, and football players must meet them along with everyone else. But the nonathlete resents the special scholarships and the special





*Taste...and enjoy the beer  
with that champagne sparkle*

THE CHAMPAGNE OF BOTTLE BEER



Photography—Leslie Gill  
Teak Table—Charles R. Gracie & Sons  
Serving Cart—Dunbar  
Costume—Bonnie Cashin  
for Sills & Co.



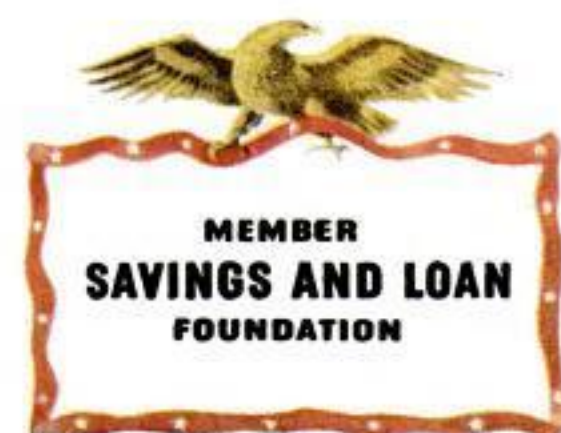


## ***So wonderful and new and — paid for!***

That shiny new car is even more wonderful when it's *all* yours because you saved for it. And what a great feeling knowing there'll be no future payments to cut into your paycheck.

Today, saving is the wisest, cheapest way of getting the things you want. Here, for instance, is a painless way to pay for that new car: Every time you drive a hundred miles, put \$5.00 into an account at your nearby Insured Savings and Loan Association. When you get ready to turn in your car, you'll have money to make up the trade-in difference . . . without costly borrowing. 19 million smart Americans are getting the things they want the Insured Savings and Loan way. The returns are excellent. And savings are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation—an agency of the U. S. Government. Open *your* savings account this week.

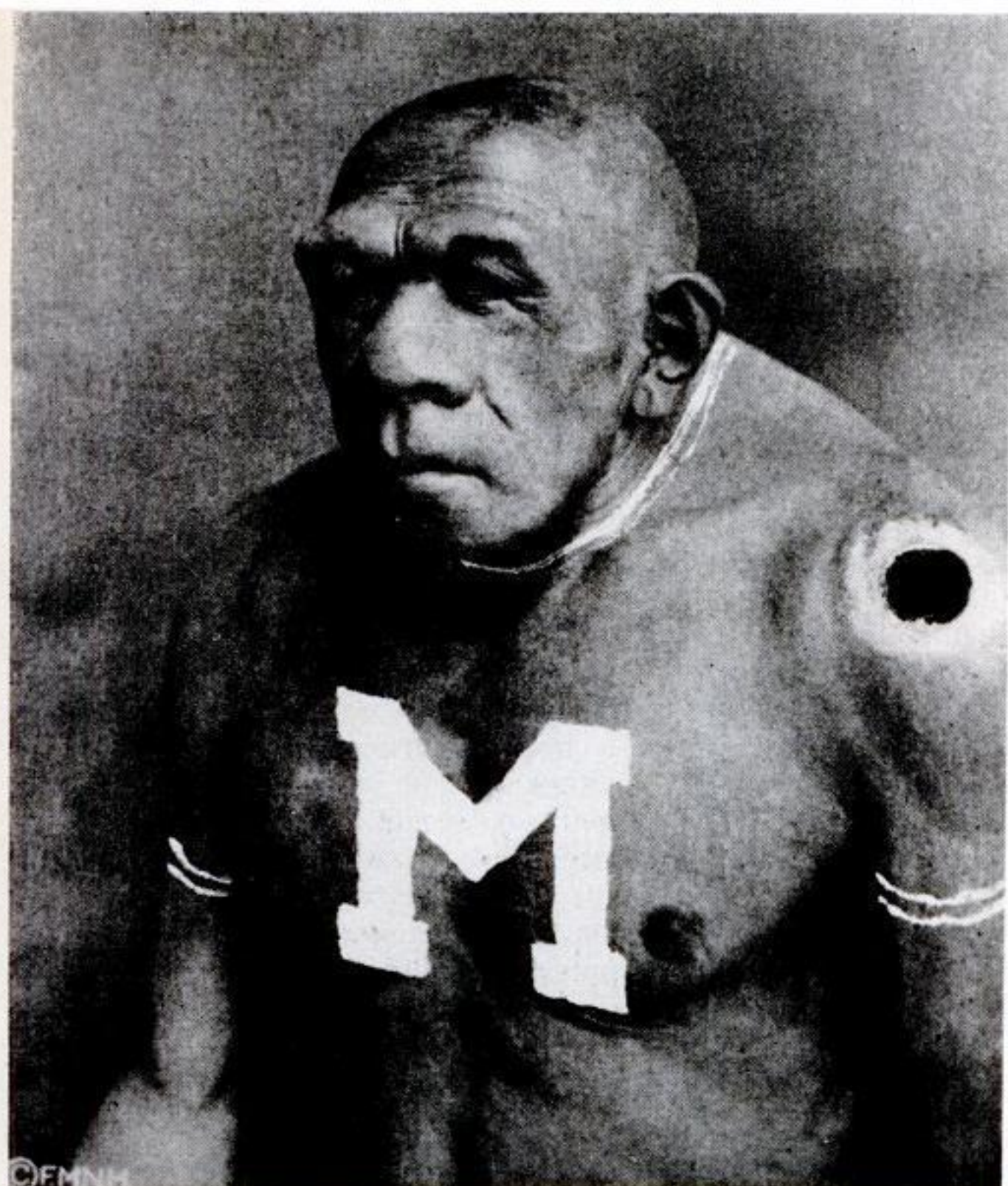
## ***Where you save does make a difference***



THIS MESSAGE IS SPONSORED BY THE INSURED SAVINGS AND LOAN, AND BUILDING AND LOAN ASSOCIATIONS IN YOUR COMMUNITY WHICH DISPLAY THIS SIGN

©The Savings & Loan Foundation, Inc., 1111 E Street, N.W., Washington 4, D. C.





**NEANDERTHAL LETTER MAN** is shown during slide lectures by Michigan professor as joking illustration of how athletes are viewed on campus.

## FOOTBALL CONTINUED

tutoring—free to the player but up to \$4 an hour to anyone else—sometimes required to help the team members survive in this rarefied scholastic atmosphere.

On the whole, however, Michigan feeling toward football players is more often expressed in raillery than in resentment. One professor teaching a course in organic evolution probably reflects the attitude of most students. When the study turns to apes, he flashes a slide on the screen of an ape man wearing a football letter. "Everyone," says an undergraduate in his class, "gets a kick out of it, even the players."

### Diluted glory at Northwestern

**A**T Northwestern there is still some tendency to glorify football beef on the hoof, but even there it is considerably diluted. To hear the star guard, Al Viola, talk, the prestige of the Northwestern football player has diminished scarcely one whit since the days of his pre-World War II ancestor. But even as he tells it, there seems to be a qualitative difference:

"I get boxloads of invitations," says Viola, "from people in fraternities who want me to come over and meet prominent alumni. All the guys are in demand. And the coeds. There are two kinds—those who say they're interested in dating players and those who won't admit it. These girls are from very fine families and they date us because we don't take them to the Pump Room or the Palmer House. Maybe they're slumming, but they love it. We take them to joints that you wouldn't want to be caught dead in. There are plenty of coeds around who give it that 'Look, there go the animals' routine. But the animals make out all right."

"I remember once before I was married I am sitting in this car with this lovely chick, and things are going just fine. She looks up at me and says, 'Al, I love you.' So naturally, I say, 'I love you too, baby.' Then without skipping a beat she says, 'Al, do you think you'll make All American this year?' The point was she was giving me all this malarkey because I was a football player."

"Sure," says Al, "there's some resentment on campus. But nothing out in the open. Wouldn't a guy look foolish trying to make me the butt of his jokes at a fraternity party? Sure he would. Because it would take about five seconds for me or one of the guys to flatten him."

Naturally, any muscle flexing by the athletes does nothing to endear them to intellectual types. Some, like Johnny Olszewski,

CONTINUED

# For colds



good



better



best

If you take **aspirin** or buffered aspirin for a cold, two aspirin tablets are more effective than one as a pain reliever.

Better still is one aspirin and one **Coldene Cold Tablet**. This combination gives pain relief plus relief for other miseries a cold brings.

But—for fastest, surest relief—for feelable relief in minutes from the symptoms of a cold, take **two Coldene Cold Tablets** every three hours.

Coldene Cold Tablets . . . 1. give effective relief from **sneezes, sniffles, stuffy nose** . . . 2. help ease raw and irritated **throat membranes** . . . 3. are the only cold tablets that **relieve a cough** . . . 4. calm that tiring, **ache-all-over feeling** . . . 5. get into the bloodstream **fast**.

Ask your pharmacist to examine the Coldene Cold Tablet prescription printed on each bottle and carton. He'll tell you Coldene is **powerful, fast, effective**. Twenty tablets \$1.

Copyright 1957 Pharma-Craft Company, Batavia, Illinois

# Coldene\*



\* a registered trademark of Pharma-Craft Company





she came in  
on the  
**Super Chief**  
... of course



People who insist on the finest always take the Super Chief. Extra fare—and worth it. For reservations, just consult the nearest Santa Fe representative or travel agent.

Ask us about having a rental car waiting for you on arrival.



**SUPER CHIEF**—Only all-private-room train between Chicago and Los Angeles, with through cars between Los Angeles and New York and Washington, D. C.

## FOOTBALL CONTINUED

late of the University of California and now with Chicago's professional Cardinals, arrive on campus with the wrong attitude. Says Olszewski, "I guess I would have to be classified along with the high school star who walks into college and says, 'Here I am, you lucky people.'" He joined a fraternity and walked out in a huff after one year. "I guess when they pledged me they thought I was a 'nugget,'" he explains. "A nugget is either a potential star athlete or a guy with a rich father, but after seeing my attitude that first year, I'm sure they didn't think I was a nugget any more—no matter how well I played football."

### The feminine slant

**C**OEDS, for more practical reasons, are also disinclined to accept football players as nuggets. One at Ohio State, who prefers personality to brawn, states that athletes are more a handicap than a big deal: "They can't go out on Friday and they're usually tired after the game on Saturday—and they're out of town part of the time." When one big West Coast star was caught cheating in a final exam last year, it was a coed who turned him in. He left school without any outcry from either male or female students, a thing that could not have happened two decades ago.

There are still a few oases of bona fide rah rah left on all-male campuses. West Point, Annapolis and Notre Dame, with their tradition and discipline, can still generate the oldtime spirit, although these days it tends to be directed at the entire team rather than at individuals.

And while the college hero has disappeared, another autumn tradition, the football weekend, survives robustly on campuses everywhere. The one fact on which there is wide agreement, even among the most cynical, is that football is as good a game to watch as ever, and the crowd turnouts reflect this. It is even possible that the factors such as rules changes and subsidization which have helped bring about player anonymity have also led to an improvement in the quality of the game.

In any case, because football is still worth watching, the Saturday game remains, as in years past, the focal point around which millions of old grads and undergrads shape their fall social life. Besides being an enjoyable spectacle it offers other benefits. For the alumni every game is a reunion; for the student it is the excuse to import a date; for both it offers a chance to do some open-air socializing as a prelude to some serious indoor partying later. As one sophisticated Michigan student admits, "You might look down your nose at football, but it would be hell without it."



**PACKED STANDS**, as here at a University of Maryland game, are still the rule in football across the nation. Despite the absence of the old rah-rah spirit, the weekly game is still an essential part of collegiate social life.



# Only the '58 Norge Adapts Completely to Your Washday Habits!

**New Round-The-Clock Timer**  
Pre-set accurate electric clock to start washer anytime. Conserve hot water for daytime use. Save on "off-peak" rates.

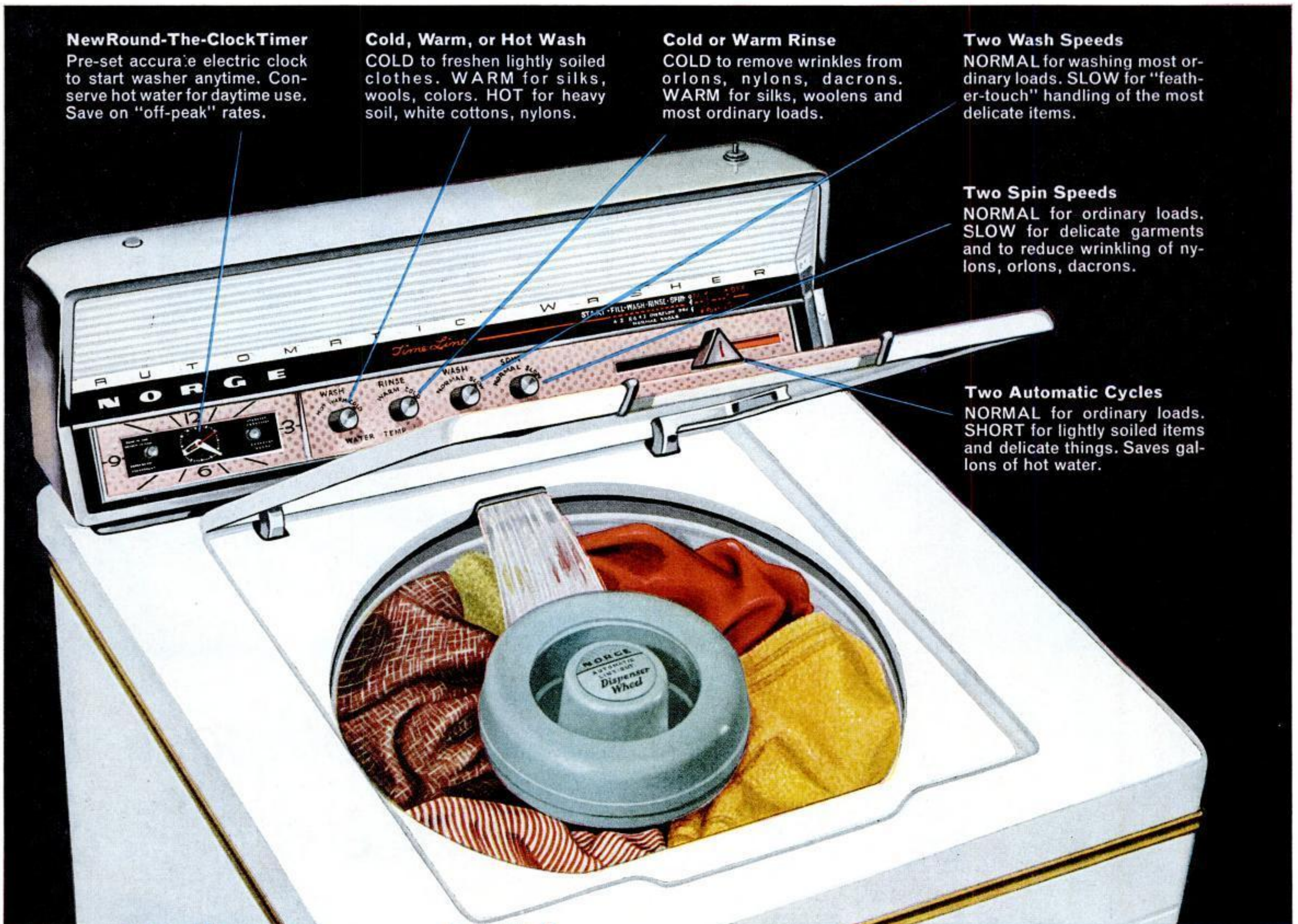
**Cold, Warm, or Hot Wash**  
COLD to freshen lightly soiled clothes. WARM for silks, wools, colors. HOT for heavy soil, white cottons, nylons.

**Cold or Warm Rinse**  
COLD to remove wrinkles from orlons, nylons, dacrons. WARM for silks, woollens and most ordinary loads.

**Two Wash Speeds**  
NORMAL for washing most ordinary loads. SLOW for "feather-touch" handling of the most delicate items.

**Two Spin Speeds**  
NORMAL for ordinary loads. SLOW for delicate garments and to reduce wrinkling of nylons, orlons, dacrons.

**Two Automatic Cycles**  
NORMAL for ordinary loads. SHORT for lightly soiled items and delicate things. Saves gallons of hot water.



## Get Clothes Up to 39% Cleaner, Too, With NORGE Automatic Lint-Out **DISPENSER WHEEL!**

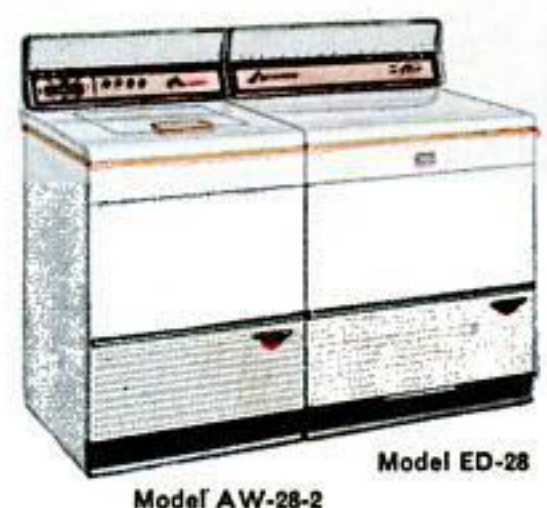


Like every other woman, you have your own pet way to wash the family clothes. But did you know that today only Norge gives you the complete flexibility you need to wash *your* way exactly? Wash and rinse water temperatures, wash speeds, spin speeds, washing times, are all yours to decide; yours to combine the way *you* want. Unlike other modern washers, Norge does not restrict you to a few pre-set cycles that permit no variations whatsoever. **Lint-free, softer, fluffier clothes, too.** Pre-load Dispenser Wheel with Calgon to turn ordinary rinse water into magic water. Lint is suspended and floated away... *automatically*. Dulling soap film is banished. Whites whiter; colors brighter.

SEE A DEMONSTRATION AT YOUR NORGE DEALER TODAY!

### Matching NORGE "Wrinkle-Out" Dryer

Teams up with Norge Washer to provide automatic handling of even new Wash 'N Wear garments—saves ironing, ends drip-drying.



Model AW-28-2

Model ED-28

# NORGE®



NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's, Ltd., Toronto. Export Sales—Borg-Warner International, Chicago 3, Illinois.

AUTOMATIC AND WRINGER WASHERS • GAS AND ELECTRIC DRYERS, RANGES, WATER HEATERS • REFRIGERATORS • FREEZERS



*Are you like these two,  
can't always brush after meals—  
even though it's best?*



Start the day with **GLEEM** ...the toothpaste for  
people who can't brush after every meal

JUST ONE BRUSHING destroys  
decay-and odor-causing bacteria



MOUTH BACTERIA, CHIEF CAUSE OF  
DECAY, BUILD UP OVERNIGHT LIKE THIS

On holiday trips . . . or whenever you're on the go—here's how to get added resistance to decay . . . protection against mouth odor *all day*! Just start the day with Gleem. That's what more and more families are doing when they're faced with the problem of not always being able to

AFTER ONE GLEEM BRUSHING, UP TO  
90% OF THESE BACTERIA ARE DESTROYED

brush after meals. Gleem with exclusive GL-70 is so effective that just one brushing completely destroys most bacteria. You'll find the youngsters agree Gleem's flavor is so terrific, it makes brushing *fun*! So always depend on the one and only Gleem!

Only GLEEM has **GL-70** to fight decay!



Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor, freshens the mouth morning until night . . . means a sweeter goodnight kiss. So start *your* day with Gleem!





IN WATER RITE AT INDIAN BALL, GUESTS THROW IN HAYGOOD PATERSON. JACK BRUMBY (LEFT), MRS. ROYCE KERSHAW (ARROW IN HEAD) GAVE LAST PUSH

# COUNTRY CLUB INDIAN SPLASH

The big splash in the picture above is "Big Chief" (280 pounds) Haygood Paterson taking an unwilling part in a ceremony at the Montgomery (Ala.) Country Club's autumn party. The club has two big parties a year and the party committee decided this fall to put on an Indian harvest ball. Determined to be authentic, they built a tepee, imported 160 pounds of buffalo meat from Colorado and 75 pounds of antelope meat from Texas and required that guests wear Indian costumes.

Doing their best to meet requirements, the 350 guests came as everything from Aztecs to Zunis. A confused few also came as gypsies and one dressed as a cowboy. The guests found buffalo and antelope surprisingly tender and tasty, put on snake dance versions of the sun dance (*next page*) but slid happily into the samba when the band changed tempo. Finally toward 4 a.m. the happy but worn-out guests drove home to wash off the paint while Haygood Paterson took to his bed with a bad cold.


**BEFORE HIS WATER FALL** Paterson waited at the edge of the swimming pool, daring anyone to push him. He is a former all-southern Auburn tackle.

CONTINUED





**illusion initial**  
by **SWANK**



ELEGANCE in men's jewelry with a touch of magic! Your personal initial "floats" on tie and cuff to lend enchantment and distinction to the wearer.

Cuff Links, \$3.50, Tie Klip, \$2.50, Gift-Boxed Set, \$6.

Look for the name SWANK.® World's Largest Manufacturer of Men's Quality Jewelry.  
Prices plus Fed. Tax. Swank, Inc., Attleboro, Mass.

Stuffy nose?



**F&F Squeeze INHALER**  
More Effective Vaporizer Action


Vaporizer action clears cold-stuffed noses more effectively.

F & F LABORATORIES, Chicago 32, Illinois

**AURORA** projection screens  
finest made for movies... slides... stereos at your neighborhood dealer

**AURORA INDUSTRIES, CHICAGO 22**

**ACID INDIGESTION?**  
GET TOTAL RELIEF FROM EXCESS STOMACH ACIDS IN 4 SECONDS!



FOR ACID INDIGESTION  
**12 TUMS**  
FOR UPSET STOMACH

PUTS ALL THE FIZZ WHERE THE TROUBLE IS!

Prompt relief for chapped cracked lips



for all members of the family

**ZUD** removes RUST & STAINS  
from BATHTUBS • SINKS  
bottoms of COPPER POTS  
TILE FLOORS • METALS  
AUTO BUMPERS

Free Sample give names of your dealers

Guaranteed by Good Housekeeping

ZUD is sold at Grocers, Hardware, Dept., 10c Stores  
RUSTAIN PRODUCTS, P.O. BOX 502, FAIRLAWN, N. J.

the finest  
**FLOOR POLISERS**  
are  
**Red Devil Tools.**

**BIG AUTO NEWS IN SMALL AD**

TRUNK HOLDS 500 LBS.

**NEW 3 PASS. SPORT CAR**  
COSTS 65% LESS TO BUY TO DRIVE

It's big inside—small outside. Ideal 2nd car or Sportabout. Fully equipped. Written guarantee. Most Big car features. Write for FREE Literature: Dept. 501 ESHELMAN, Balto. 2, Md.

**ESHELMAN**

DEALERS: Write for Distrib. Infor.

THE SAFETY RAZOR WITH THE LIFETIME BLADE



**NEW SUPER BLADE!**

ROLLS RAZOR's finest Sheffield steel blade is precision-made and hollow ground like a barber's razor, but safety-guarded, compact, easy to use. Exclusive built-in strop and hone keep the edge right for your beard and skin. Gives clean, satin-smooth shaves. Ends constant blade buying. Only \$13.95 complete.

**ROLLS RAZOR**  
342 Madison Ave., New York 17, N. Y.

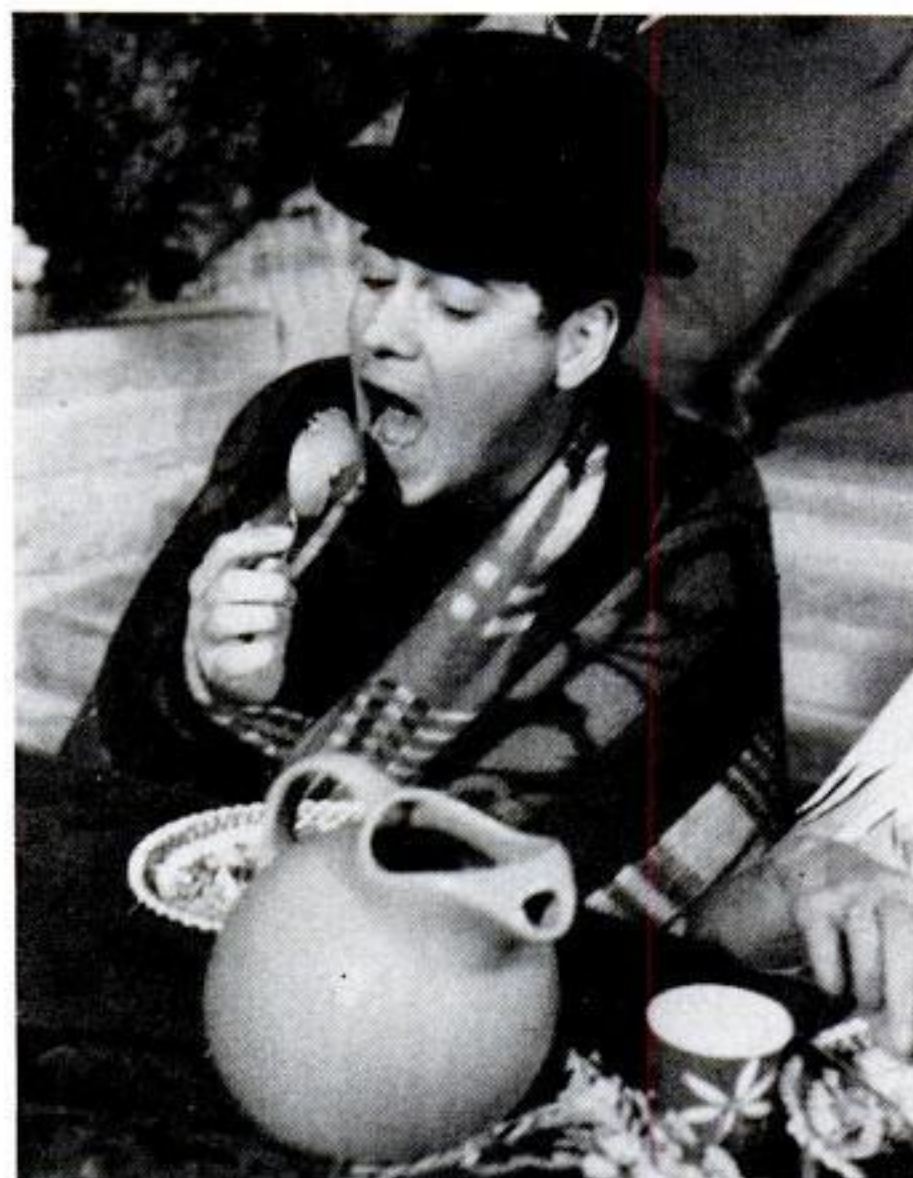
## INDIAN SPLASH CONTINUED



SUN DANCE which was the favorite activity of the evening is cheered on by Royce Kershaw (in feathered headdress) who helped plan the party.



BUFFET SPREAD included a maize pudding and a wild pig. Here Jack Brumby samples a raw squash.



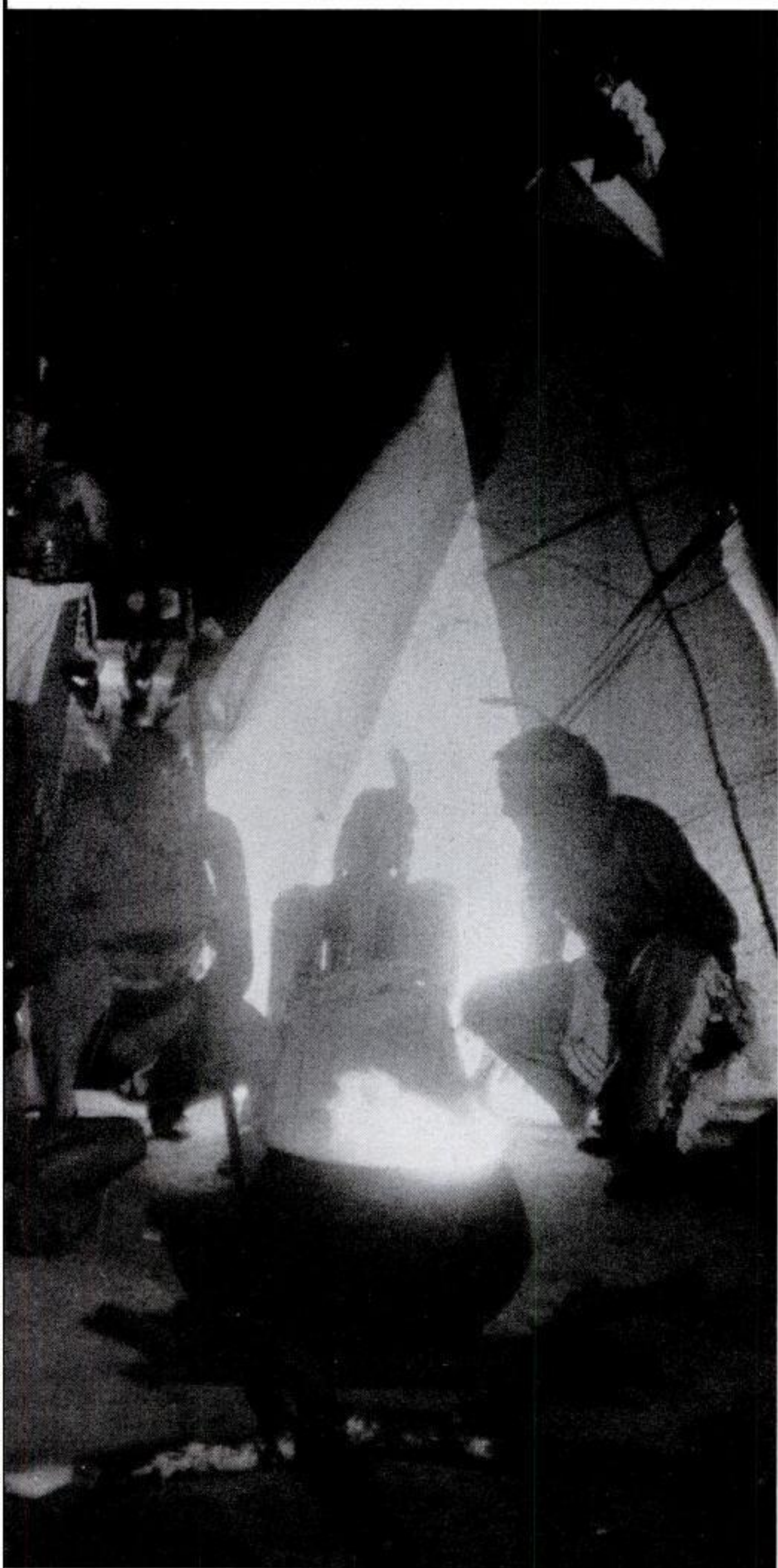
DERBY-TOPPED BRAVE, Dr. Will Waller, eats a tomato in what he called Indian fashion—whole.

FIRE AT TEPEE on the club terrace was used to warm the scantily clad party-goers between dances.

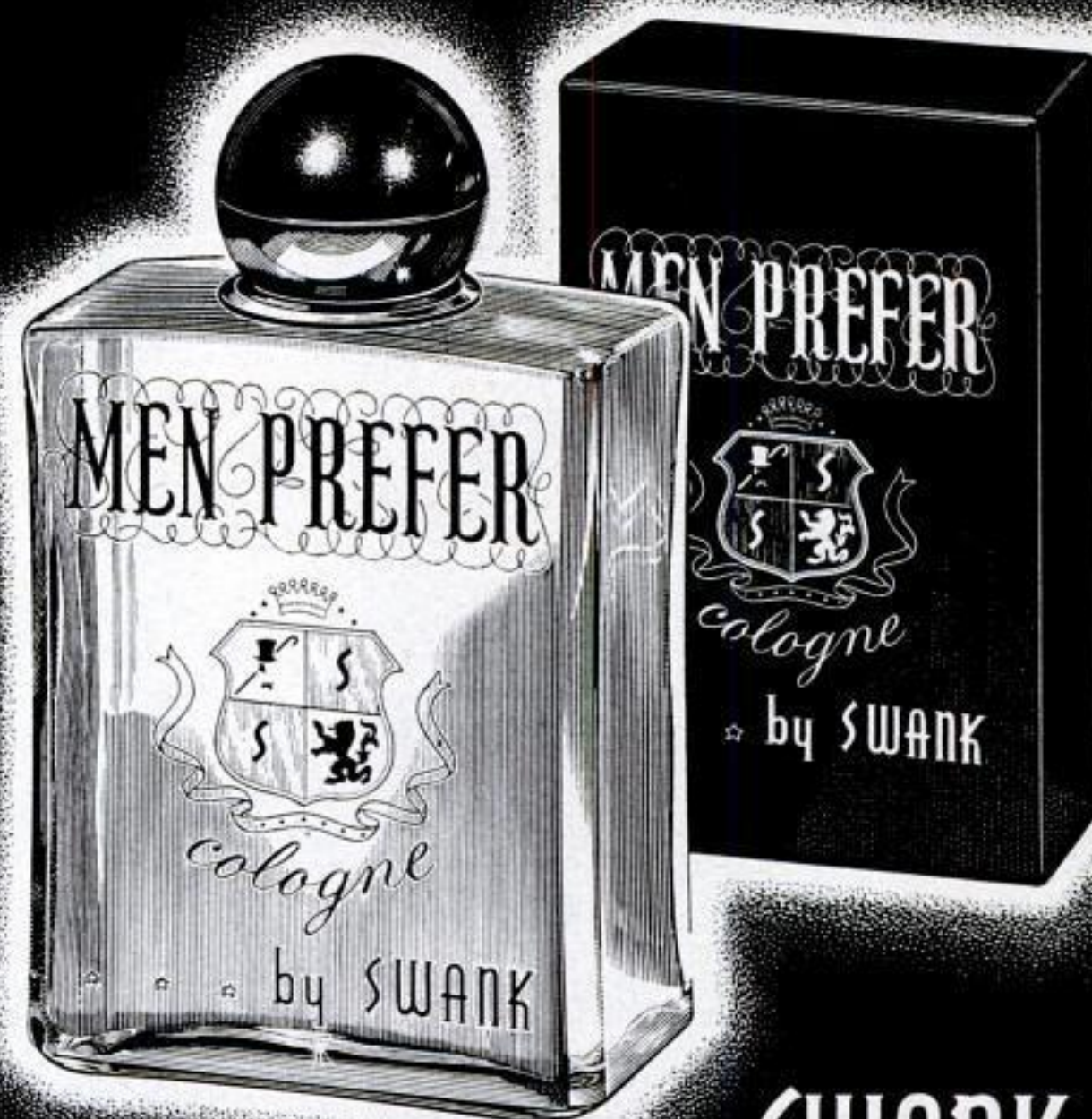




INDIAN WILLIAM TELL threatened to shoot his date, Jane Boswell (pumpkin on head). Mrs. Kershaw (left) pretended she was hit instead.



Now . . . the ultimate in  
Comfort and Luxury for Men . . .



Another quality product for men by

**SWANK**

IN AFTER SHAVE LOTION AND COLOGNE . . . \$2.50 EACH

GIFT BOXED SET, \$5.00

Sold exclusively by all fine men's wear and department stores Prices plus Fed. tax, Swank, Inc., Attleboro, Mass.



## SALT-FREE DIET?

Recapture flavor this easy way!

"I completely satisfy my craving for real salt flavor by using Adolph's, the best-tasting salt substitute made. Adolph's looks, sprinkles and seasons like salt—retains its flavor in all cooking, baking and canning. The Mono-Potassium Glutamate in it accents the true flavor of all food. Enjoy eating again! Ask for Adolph's Salt Substitute at your grocer's."

### FREE SODIUM CALCULATOR

Adolph's new vest-pocket Sodium Calculator gives sodium content of all familiar foods in average household serving portions. A handy guide for low-sodium menu planning. Write for free copy right away. Adolph's Ltd., Dept. A-11 Burbank, California

**Adolph's**

**SALT SUBSTITUTE**



## New! Exciting GIFT WRAP BOOK



Just off the press! Ben-Mont's "How to Gift Wrap" is loaded with hundreds of ideas you can use year 'round.

Sixteen full-color pages of helpful, easy-to-follow gift wrapping and bow tying instructions.

**Available at Variety Stores everywhere. If not available yet in your store, send 25¢ and coupon below.**

Look for Ben-Mont Giftwraps in your favorite variety store. Hundreds of designs in folds, rolls, cutter boxes. Also foils and tissues.

**BEN-MONT PAPERS, INC.**  
Bennington, Vt.

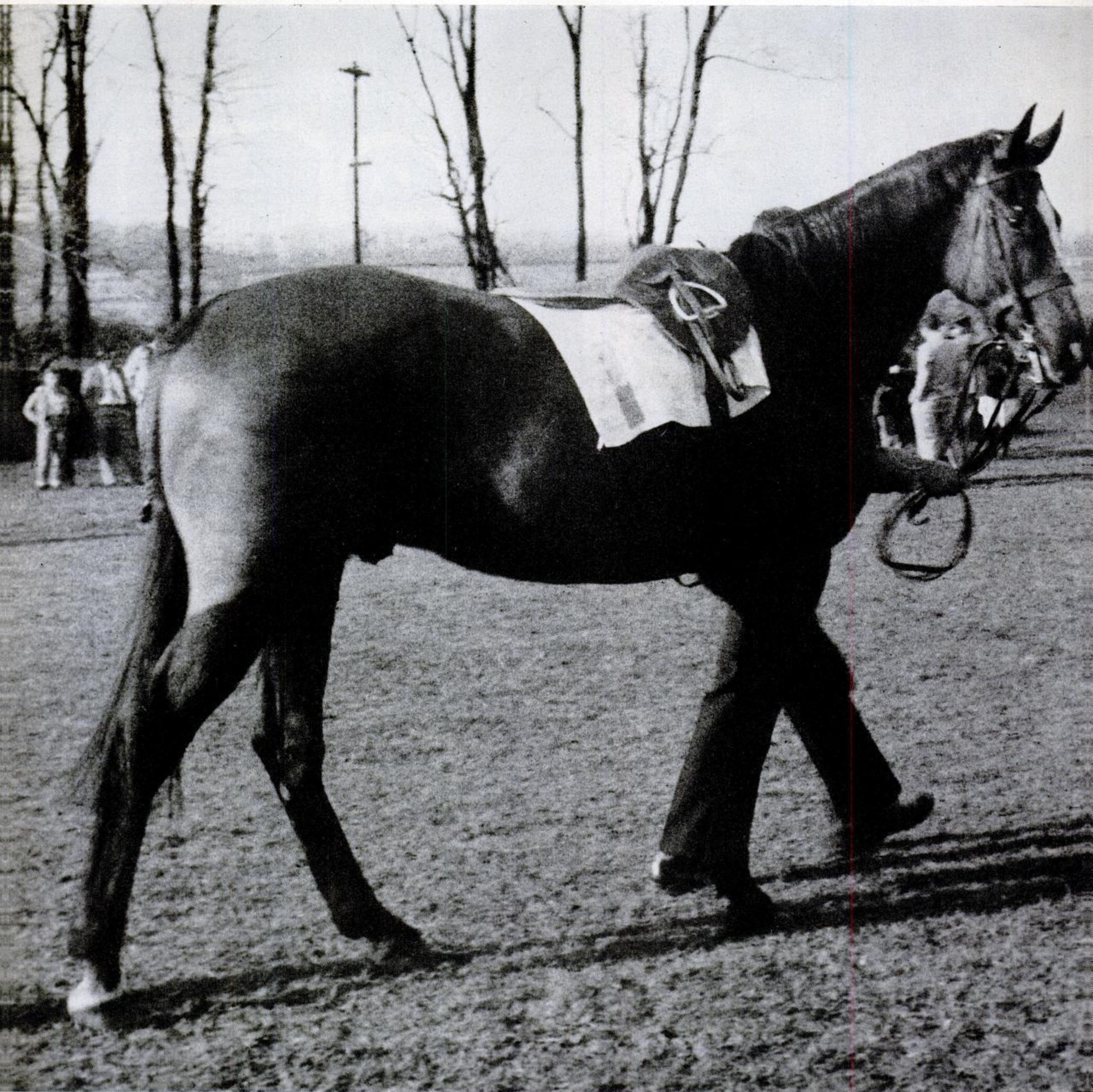
**BEN-MONT PAPERS, INC.**  
Dept. A, Bennington, Vt.

Gentlemen: I enclose 25¢ for copy of your new gift wrap book.

Name \_\_\_\_\_

Address \_\_\_\_\_





## A MIXED GAIT

Men who dress to look like a horse are one of the stage's oldest stunts, but you hardly ever see a horse that looks like a man. Julie Davis, a technician at the University of Pennsylvania's veterinary research laboratory in Chester County, Pa., likes to take photographs of horses. After she took this picture of a hunter that was being led out to a race at William

du Pont Jr.'s Foxcatcher Farm at nearby Fair Hill, Md., she barely glanced at the shot and filed it away. But, later, she fished the picture from the files, took a closer look and saw something that she had never seen before. The groom, walking on the other side of the horse, matched the animal's stride so perfectly that the animal appeared to have human front legs.





'Round the world...

*Happiest way to say Happy Holidays!*

"The world agrees on 'GILBEY'S please'!"

**GILBEY'S GIN**



THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.  
GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO  
DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY





R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

*For bright, clear flavor—  
switch to **WINSTON***

Wherever you go, folks go for Winston! You will, too. You'll like the full, rich flavor of fine tobacco. And you'll like Winston's exclusive filter, too—the pure, snow-white filter in the smart, cork-smooth tip. It's a great cigarette in *every* way!



**Now available**  
in crush proof box, too!

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!